Are We There Yet?

Parents' Perceptions Of Risk Associated With Family Vacations

by

Jaclyn Alicia Waite

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Author's Declaration

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Abstract

The study explored risk perceptions and novelty dimensions associated with family vacations. In particular, the study focused on households containing married or common law partners, blended families, single parents and same-sex partners, with at least one child aged twelve years old or younger, located in one of the Region of Waterloo's three cities, encompassing Kitchener, Waterloo, and Cambridge, Ontario. The research explored whether novelty or familiarity of a vacation destination affected the level of risk perceived as well as the locus of control. Additionally the research focused on particular aspects of the family vacation including the decision making process and the stage of the family life cycle in which respondents are categorized, having either younger or older children, affected the decision making process. Lastly, the study looked at external sources of information including family and/or friends, other sources of information, prior experience at the destination, if applicable, and the distance traveled, borders crossed and transportation utilized.

Families in each specified area were initially accessed through five direct contacts and an associated snowball sampling method. A revised data collection method was utilized part way through the study being distribution at a recreation centre within the Region. Respondents were asked to complete a self-administered questionnaire containing questions relating to their last family vacation, preferences for novelty/familiarity, locus of control orientation, degree of risk perception agreement or disagreement and basic sociodemographic characteristics.

Data were reduced to minimize complexity through a series of factor analyses through the use of components analysis. It involved taking salient items and factoring them together based on the conceptual fit within each loading having eight components created. T-tests and analyses of variance were utilized to further univariate relationships between variables of

interest. Relationships between perceived risk, gender and prior experience were non-significant ($p > .05$) whereas family life cycle, level of education, crossing an international border, and total distance traveled had a significant effect on risk perceptions ($p < .05$) and were included in stepwise regression analyses.

The present study complemented emerging literature suggesting that parents with older children attributing greater risks as associated with creating memories. There was less support for extant research indicating that families with younger children are more likely to associate as many risks with travel. Similarly, preference for novelty/familiarity was found to not have a significant effect on respondents' risk perceptions yet certain external sources of information (e.g., friends/family, travel agents) played a large role in the level of risk perceptions.

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CHAPTER ONE

1.0 INTRODUCTION AND OVERVIEW

Risks and risk perceptions have been identified as a major and growing concern within the tourism literature, especially regarding the perceptions of international travelers (Sönmez & Graefe, 1998). There is a great need for safety and security, as it is considered to be an innate trait of human nature (Maslow, 1954), therefore, the need to travel to particular destinations based on its level of safety is often perceived as high. The desire to travel, mainly for leisure purposes, includes for vacation and visiting friends and relatives (Law, 2006). There are other purposes of travel, including those for business and work-related purposes, but these will not be the focus of this research.

The extant literature focuses on travelers' risk perceptions as they are linked to international travel, but does not specifically focus on family vacations and the associated risk perceptions with these travels, including both domestic and international (Floyd & Pennington-Gray, 2004; Kozak, Crotts & Law, 2007; Law, 2006; Lepp & Gibson, 2003; Reisinger & Mavondo, 2005). This gap is compelling because risk perceptions are so inherent in the decision making process that it could be assumed that while on vacation with family, risks would play a larger role in both destination selection and destination safety. Families can be defined as being "goal directed, self-correcting, dynamic, interconnected systems that both affect and are affected by their environment and by qualities within the family system itself" (Klein & White, 1996, as cited in Zabriskie & McCormick, 2001, p. 281). Nowadays, it is difficult to define what a 'family' represents, especially because there has been a large decrease in the number of traditional nuclear families. There are now greater numbers of single parent families, families without dependent children, including both independent and childless individuals, and blended or mixed families (Baxter, Braithwaite, & Nicholson, 1999; Borrine, Handal, Brown, & Searight, 1991; Bumpass & Sweet, 1989; Ginther & Pollak, 2004).

The focus on family travelers is tri-fold, encompassing the need to understand why families select particular destinations, as well as both the social and economic factors associated with family vacations.

Economically, the entirety of the tourism industry in Canada reached $66.9 billion in 2006 (CTHRC, 2008), with family vacations being cited as encompassing the highest numbers of travelers, creating many viable revenue opportunities for various destinations, both on domestic and international levels. Within the two year span from 2006 through 2007, approximately 20.9 million (84%) adult Canadians took at least one overnight trip (Ministry of Tourism, 2007). Socially, family vacations are considered to be extremely important in the development of family unity, bonding and cohesion (Nickerson & Jurowski, 2001; Shaw, Havitz, & Delamere, 2008).

In order to determine the level and extent to which risk plays a role during family vacations, studies have indicated that it would be useful to understand younger families' decision making dynamics, the role of specific activities and their relationships to positive and negative experiences (Kang, Hsu, & Wolfe, 2003; Shaw *et al.*, 2008). More research is required to clarify the extent of parents' situational roles of risk regarding the decision making process (Madrigal, Havitz, & Howard, 1992, p. 298).

Additionally, the literature review suggested that it would be beneficial to examine travel risk perceptions of respondents from different age groups, gender groups, social classes, ethnic backgrounds and family life cycles to determine the strength of the relationship across each of the various segments (Reisinger & Mavondo, 2005). Another area that is lacking with respect to risk perceptions is the conditions under which these perceptions relate to decision making, the use of various information sources and how each of these may be altered by the variety of tourist characteristics (Floyd & Pennington-Gray, 2004). However, it has also been claimed that travelers with more experience seek to satisfy higher order needs such as social and self-actualization, while those with less traveling experience are more likely to focus on lower order needs such as food and safety (Lepp & Gibson, 2003). This begs the question as to whether differences actually exist between experienced and less experienced travelers, especially regarding the level of risk perceptions associated with various destinations and whether these risks are processed and perceived differently regarding domestic and international travel contexts (Floyd, Gibson, Pennington-Gray, & Thapa, 2003).

Conventional wisdom has shown that, oftentimes, individuals attempt to minimize risks and maximize safety, however, within certain types of controlled contexts the risk is the reason particular individuals participate. Pizam, Jeong, Reichel, van Boemmel, Lusson, Steynberg *et al.* (2004) found that high risk takers are impulsive and independent regarding travel behaviour and these individuals "will engage in adventurous activities and extreme sports and pay little attention to safety and security measures or acceptable social norms" (p. 252). This disregard for safety stems from individual preferences related to sensation seeking behaviours as well as an individual's preference for novelty and the intensity of his/her sensory stimulation (Pizam, Reichel, & Uriely, 2001). Inherently, risk is seen as having a negative association regarding the activity of travel.

1.1 Problem Statement

Although risk perceptions of travelers have been extensively studied, the literature rarely addresses the risk perceptions of parents both prior to and during family vacations with children. Wilson-Forrest (2007) asserts that there are certain threats and consequences associated with family vacations regarding children afflicted with severe allergies such as anaphylaxis. Due to the serious nature of these children's conditions, parents associate more risks with family vacations since they found greater risks attached to leisure pursuits, especially those with different people, foods, and environments. Therefore, the parents interviewed in Wilson-Forrest's (2007) research indicated that in order to minimize risks and threats, extensive planning and information gathering was vital to the reduction of risk during their family leisure pursuits (p. 64). Additionally, the risk perception literature has not focused on how certain risks change or alter the decision making process for parents when selecting a vacation destination. Moreover, various demographic and family characteristics have not been analyzed together to determine the extent to which each plays a role during the family vacation. By investigating the relationship between risk perceptions and different demographic characteristics, a more comprehensive understanding may be obtained of these perceptions and their impact on various travel decisions (Law, 2006). Previous studies have focused primarily on one member of the travel party, thereby excluding the perceptions and opinions of other party

members. By collecting information from both parents within the household "it would help to understand different individuals' perceptions to increase the validity of findings" (Kang *et al.*, 2003, p. 466). Therefore, a variety of components are involved in the decision making process both prior to and during family vacations.

1.2 Purpose of Study

This study will explore risk perceptions and novelty dimensions associated with family vacations. In particular, this study will focus on households containing married or common law partners, blended families, single parents and same-sex partners, with at least one child aged twelve years old or younger, located in one of the Region of Waterloo's three cities, encompassing Kitchener, Waterloo, and Cambridge, Ontario. These cities are appropriate because they contain a variety of different families from various cultural, economic, and social backgrounds. Each of which will contribute to the overall findings of the research. The research will attempt to determine if novelty or familiarity of a vacation destination affects the level of risk perceived as well as the locus of control – the amount of control one has over a situation. Also, whether particular aspects of the family vacation including the decision making process and the stage of the family life cycle in which respondents are categorized, having either younger or older children, affects the decision making processes as well as the extent to which risks are perceived to be associated with vacations. Additionally, the study will explore how perceptions may be altered through the influences of family and/or friends, other sources of information, prior experience at the destination, if applicable, and the distance traveled, borders crossed and transportation utilized.

The most relevant definition, provided by the Canadian Tourism Commission (2007) as adopted by the World Tourism Organization, states tourism is "the activities of persons traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes" (p. 1). For the purposes of this study, a vacation will constitute any travel, either a domestic or international trip, taken by all family members – both parents and any children, with at least

one child twelve years of age or younger – utilizing any mode of transportation, and spending a minimum of three nights outside of the family home in a different environment.

1.3 Research Objectives and Questions

The general goal of this research will be pursued through the following objectives:

- To deepen our understanding of what constitutes risk perceptions and the different types of risk.
- To address the importance parents place on risk perceptions in the decision making process and identify the categories of risk associated with family vacations.
- To contribute to our understanding of the relationships and variables associated with risk perceptions among families and the ways in which families, principally parents, cope with these perceptions.

The research will answer the following questions:

1. How does the concept of locus of control play a role in the perceptions of risk traveling to and during family vacations?
2. Do parents differ in their preference for novelty and familiarity regarding their vacation preferences?
3. Do risk perceptions of first-time travelers differ from risk perceptions among those with prior travel experience to a particular destination?
4. Do external sources (family/friends/media) influence respondents' level of risk perceptions towards the image of the vacation destination?
5. Do relationships exist between risk perceptions and the socio-demographic characteristics (e.g. gender, education, number of children, etc.) of respondents?
6. Do risk perceptions increase as the distance traveled increases?
7. Does crossing international borders increase risk perceptions?
8. What is the importance of particular features when parents plan their family vacations (e.g., budget, season, time allocation, etc.)?

CHAPTER TWO

2.0 LITERATURE REVIEW

A review of the literature on risk perceptions associated with travel revealed many related concepts that encompass heuristic strategies, novelty and familiarity dimensions, and family decision making processes. The first part of the following review examines a broad background of perceived risks including heuristic strategies and prospect theory. Additionally, the literature review explores travelers' perceptions of risk towards destinations, tourist role typologies – novelty versus familiarity dimensions – and parents' formation of destination image. Lastly, the literature review explores the concepts involved in family vacations including the family decision making process, the stage of the family life cycle and gender. By approaching the literature in this manner, it builds a foundation for examining each of the components associated with the concept of family vacations individually. Furthermore, this approach also examines the extent to which each of the above components plays a role in the overall process of the family vacation.

Tourism can be considered a major consumer event, encompassing many sectors in order to provide the complete travel experience. Such sectors can include modes of transportation, attraction resources (food and beverage, entertainment districts, and accommodations), and information promotion (Gunn, 1988). Many individuals do not realize the broad impact their travels have on both their country of origin and the host destination they are visiting. Some of the more commonly cited impacts include bringing in foreign revenue, upgrading individuals' standards of living; and land degradation, native exploitation, and taking money out of the home country. A large number of developing areas are greatly reliant on tourism as a vital source of income to maintain the livelihood of their village/town (Sinclair, 1998). Similarly, many developed regions are turning to tourism and its associated revenues to help offset the burdens on the local community. With all of the advantages that are supposedly associated with tourism, one could assert the reasons as to why more areas and communities are not turning to tourism as an alternative source of revenue. However, the concept numerous individuals do not consider, especially while on vacation, are the various negative impacts imposed on a community or area as a result of tourism

(Archer & Cooper, 2004). Several tensions have been created as a result of poor tourism management and while the negative effects of tourism has been discussed in great length within the literature (Archer & Cooper, 2004; Mihalič, 2000; Tosun, 2000), there has been little research regarding the constraint to travel has on the tourists themselves, particularly regarding the perception of risks attached to certain destinations.

2.1 Perceptions of Risk

The above-mentioned effects bring into play the concept of risk perceptions associated with destinations and how they affect the cognitive processing of individuals and families planning a vacation, which will be discussed at greater length in the following section. Risk perceptions can take many shapes and forms, however, there are seven commonly referenced risk perceptions within the literature, including: i) financial risk; ii) functional risk; iii) physical risk; iv) psychological risk; v) satisfaction risk; vi) social risk; and vii) time risk (Brannan, Condello, Stuckum, Vissers, & Priest, 1992; Cheron & Ritchie, 1982; Roehl & Fesenmaier, 1992; Sönmez & Graefe, 1998). Each of the seven risk perceptions are briefly defined below in Table 1.

Table 1
Vacation Risk Perceptions

Component	Explanation
Financial Risk	Possibility that vacation/travel experience will not provide equal value for the money spent
Functional Risk	Possibility of mechanical/equipment problems or technical failure occurring during travel or while on vacation
Physical Risk	Possibility of physical danger/injury detrimental to health (accidents) while on vacation
Psychological Risk	Possibility that a vacation/travel experience will not reflect individual's personality or self-image
Satisfaction Risk	Possibility that a vacation will not provide personal satisfaction/self-actualization or live up to expectations
Social Risk	Possibility that a vacation will affect others' opinion of individual/disapproval of vacation choice
Time Risk	Possibility that a vacation will take too much time or be a waste of time

(Adapted from Cheron & Ritchie, 1982, p. 145)

More recently, another risk perception has been cited as common among travelers, the risk of natural disaster occurring (Lepp & Gibson, 2003). However, upon further examination, it was found that intention to alter travel plans was not associated with natural disasters occurring and based upon this finding, it was deemed that natural disasters did not pose a significant risk in the perceptions of vacationing individuals (Kozak *et al.*, 2007; Law, 2006; Lepp & Gibson, 2003). One other risk perception worth mentioning is the risk of a terrorism attack occurring. Terrorism can be defined as "any attack, or threat of attack, against unarmed targets intended to influence, change, or divert major political decisions" (Radu, 2002, as cited in Reisinger & Mavondo, 2005, p. 213). Additionally, Aziz (1995) asserts, "tourism has come to represent capitalism and conspicuous consumption and an attack signifies ideological opposition to these western values" (as cited in Lepp & Gibson, 2003, p. 607). Even though terrorism attacks appear to be major sources of risk, the actual probability of such an act occurring are quite miniscule, yet the consequences are massive (Sönmez & Graefe, 1998). Although terrorism comprises a greater risk for individuals, especially those traveling internationally, it will not be measured within this research due to its unknown occurrence as well as the numerous factors associated to terrorism. For example, according to Sönmez and Graefe (1998), travelers base their decisions on past travel experience as well as subjective perceptions. However, in the absence of past travel experience, the authors found that travelers tend to avoid destinations that appear to be risky (e.g., those affected by terrorism attacks) and select destinations they perceive as safer (Sönmez & Graefe, 1998).

As previously shown in Table 1, there are a variety of risks that may be perceived by individuals when making certain decisions, especially when it comes to traveling. Regarding transportation to destinations, Boksberger, Bieger, and Laesser (2007) found that financial and time risks were predominantly perceived risks, in addition to minor influences regarding the perceptions of physical, psychological, and social risks. However, significant findings were not reported and therefore, further research regarding the extent to which each of these risks play a role in traveling to a destination as well as the destination itself can determine if differences do exist among each of the risk variables (Boksberger *et*

al., 2007). In terms of their travel decisions, it is important to first properly understand the general, judgmental aspects of risk perceptions for individuals.

2.1.1 Background of Perceived Risks

Throughout the course of their lives, people are frequently obliged to evaluate, compare, contrast, and manage risks (Johnson & Tversky, 1984) and to assess the impacts of their potential actions. The perception of destinations can be linked to past travel experiences, particularly concerning sources of information regarding destination image and choice as well as individuals' subjective perceptions (Sönmez & Graefe, 1998; Vogt & Andereck, 2003). The concept of risk perceptions becomes muddled because it is difficult to determine what specifically constitutes a risk for each individual. Risk perception, as defined by Chen and Craske (1998), is "the tendency to endorse negative events as being likely to happen to one self to a greater degree than to most other people in the same situation" (p. 139). However, when dealing with perceived risks, one must fully understand the concepts behind these risks and how they affect an individual's cognitive processing.

Risk perceptions and locus of control are two of the main determining factors associated with travel that establishes whether or not tourists will travel to particular destinations and use varying modes of transportation. However, one must theoretically comprehend the definitions of risk, perceptions, and locus of control in order to fully appreciate the scope of the following discussions and also conceptualize each term. The concept of risk is considered to be an inherent aspect of travel because of the level of uncertainty that is associated within the experience (Roehl & Fesenmaier, 1992). Risk perceptions can be affected by a variety of factors including culture, past travel experience, information sources (e.g., media, friends, family), and gender (Lepp & Gibson, 2003). However, the concept of perception, separate from risk, is considered to be an individualized occurrence which is not only based upon objective fact, but also takes into consideration an individual's cultural background and surroundings, his/her experiences as well as his/her social group (Rogers, 1997). Lastly, the concept of locus of control, according to Rotter (1966) "refers to an individual's perception about the underlying main causes of events in his/her life… [for

example] ‘Do you believe that your destiny is controlled by *yourself* or by *external forces* (such as fate, god, or powerful others)?’ ” (as cited in Neill, 2006, What is Locus of Control, ¶ 1). In addition to Rotter’s statement, Zimbardo (1985) gives a more in-depth perspective of locus of control, stating:

> A locus of control orientation is a belief about whether the outcomes of our actions are contingent on what we do (internal control orientation – individual believes that his/her behaviour is guided by his/her personal decisions and efforts) or on events outside our personal control (external control orientation – individual believes that his/her behaviour is guided by fate, luck, or other external circumstances [outside of their control])” (p. 285, as cited in Neill, 2006, What is Locus of Control, ¶ 1).

Thus, when dealing with the concept of perceived risks, one must fully understand the concepts behind these risks and how they affect an individual’s process of thinking. The two above-mentioned factors, risk perception and locus of control, will be explored in further detail upon the investigation of judgmental heuristic strategies and prospect theory.

2.1.1.1 Heuristic Strategies

The concept of heuristic strategies, pertaining to general, cognitive strategies, encompasses three types of judgmental strategies, including representativeness, availability, and anchoring and adjustment (Slovic, Fischhoff, & Lichtenstein, 1987). Since there are a variety of heuristics at play in the cognitive mindsets of individuals, each of the judgmental heuristics can be considered to be associated with risk perceptions and locus of control, especially during travel.

2.1.1.1.1 Representativeness

The concept of representativeness, as stated by Bazerman (1994), “assess[es] the likelihood of an event’s occurrence by the similarity of that occurrence to their stereotypes of similar occurrences” (p. 8). In other words, Bazerman (1994) argued that individuals compare an incident/event to its similarity of another incident/event sharing the same characteristics. Kahneman and Tversky (1987) offer a more generic explanation describing representativeness indicating “probabilities are evaluated by the degree to

which A is representative of B…[meaning] the degree to which A resembles B. For example, when A is highly representative of B, the probability that A originates from B is judged to be high" (p. 4). For illustrative purposes, when a traveler researches various locations for a vacation destination, s/he can judge the characteristics of one destination, Cuba for example, versus those of another destination, Mexico. Upon a comparison of each of these destinations, the traveler may assess which is perceived as being less risky dependent on its characteristics. Another way of conceptualizing representativness is provided by Holzmüller and Schuh (1988) where the researchers describe representativeness as "the judgment of risk due to a perceived affiliation of an object or activity to a certain risk category or type…a conclusion for the risk is drawn from well-known cases" (p. 39, as cited in Glaesser, 2006) on the part of the individual.

2.1.1.1.2 Availability

The concept of availability refers to the notion of individuals having the ability to recall specific events or occurrences and how easily obtainable and/or significant the specific events/occurrences are to memory (Bazerman, 1994; Kahneman & Tversky, 1987). This means that specific events, which are readily available in the individual's memory, are more likely to be perceived as risky since these memories are more clear and vivid to the individual. Similarly, Glaesser (2006) noted that "the probability of [the] occurrence of an event increases depending on how easily it is remembered or can be imagined…[it] leads to thoroughly appropriate and justifiable behaviour, [and] is above all, subject to the particular influence of the media" (p. 39). The subjectivity to the media increases individuals' availability heuristic, especially concerning negative events because the events portrayed by the media are easily imagined, as opposed to events that are rare in occurrence and oftentimes of little significance on the international scale. Initially, when the availability heuristic became more central to perceptions, the consumer literature points out that these heuristics were often employed when the uncertainty component arose for individuals, thus forming biases of how often a product would succeed or fail (Folkes, 1988). In applying the uncertainty component of products to a tourism perspective, a person could imagine traveling with his/her automobile and determining the uncertainty factor of how often their car could potentially breakdown during travels to

and/or from the destination. Properly managed destinations and transportation providers are more adequately prepared to handle negative situations and can therefore, reduce the negative associations and perceptions for family travelers upon time of recall and retrievability.

2.1.1.1.3 Anchoring and Adjustment

Bazerman (1994) reported that anchoring and adjustment is insufficiently done by individuals, stating "[i]ndividuals make estimates for values based upon an initial value (derived from past events, random assignments, or whatever information is available) and typically make insufficient adjustments from that anchor when establishing a final value." (p. 46) Similarly, Kahneman, Slovic, and Tversky (1987) previously indicated, "people make estimates by starting from an initial value that is adjusted to yield the final answer…adjustments are typically insufficient. That is, different starting points yield different estimates, which are biased toward the initial values" (p. 14). Therefore, individuals oftentimes start out with an initial anchor and this leads to making inadequate adjustments based on their original starting point. This thereby skews their perceptions essentially from the beginning leaving an abundance of room for error or misinterpretation to occur. Therefore, when looking at the judgmental heuristics, one can conclude that the representativeness, availability, and anchoring and adjustment heuristics are important concepts when dealing with perceptions.

2.1.1.2 Prospect Theory

Prospect theory contains many similarities to the anchoring and adjustment heuristic, as will be explained below. The concept of prospect theory, as described by Bazerman (1994), was broken down into three main components:

i. Rewards and losses are evaluated relative to a neutral reference point;
ii. Potential outcomes are expressed as gains or losses relative to this fixed, neutral reference point; and
iii. The choices that people make are formed based on the resulting change in asset position (pp. 55-56).

Bazerman (1994) argued that rewards and losses could be pictured on a spectrum, with zero indicating the neutral reference point (an equal balance of gains and losses) and depending how much an individual moves positively or negatively can show how choices are made. Looking back to the example comparing Cuba to Mexico, an individual could assess certain characteristics (e. g., weather, violence towards tourists) to determine which area offers the individual greater gains as opposed to losses, particularly financial, functional and physical risks. Furthermore, the concept of probability can be applied within prospect theory as the term probability deals with outcomes that are obtained with certainty as opposed to outcomes that are merely probable which are underweighted (Slovic *et al.*, 1987, p. 480).

The underlying concept of prospect theory, however, is the belief that it is able to explain how emotions and an inability to comprehend the meaning of probability cause individuals to stray from making rational decisions or choices (Althaus, 2005), which is related to the earlier discussed anchoring and adjustment heuristic. Essentially, the essence of probability boils down to values, which are attached to gains and losses throughout the decision making process and are not focused on an ultimate gain or loss outcome (Kahneman & Tversky, 1979). Thus, prospect theory deals mainly with an evaluation, on the individual's part, of the potential gains and/or losses that could occur for different situations or scenarios.

Bazerman (1994) asserts that prospect theory "identifies a *systematic* pattern of how the framing of the problem causes decision making behavior to deviate…[whereby] response to loss is more extreme than our response to gain" (p. 57). In addition to the judgmental heuristics as well as prospect theory, the concept of locus of control is linked with individuals' perceptions of risk.

2.1.1.3 Locus of Control

Locus of control was originally developed by Rotter (1966) which was tested through the creation of a 13-item questionnaire. The questionnaire measured:

> generalized expectancies for internal versus external control of reinforcement. People with an internal locus of control believe that their own actions determine the rewards that they obtain, while those with an external locus of control believe that their own

> behavior doesn't matter much and that rewards in life are generally outside of their control (Rotter, 1966, ¶ 1).

Since Rotter initially developed a scale for measuring locus of control, many researchers have modified the scale to assess more specific measures (e.g., driving or health locus of control), oftentimes with perceived control being referred to as an illusion of control (Horswill & McKenna, 1999; Marsh & Richards, 1986). Additionally, Horswill and McKenna (1999) cite "someone may feel that there is a greater chance of success if they are personally managing some situation than if some unspecified other is controlling it" (p. 378).

There are a variety of views regarding the concept of locus of control, however, the concept can be explained best by the fact that:

> It seems to be psychologically healthy to perceive that one has control over those things which one is capable of influencing…a more internal locus of control is generally seen as desirable…[and that] males tend to be more internal than females…[and] as people get older they tend to become more internal (Mamlin, Harris, & Case, 2001, as cited in Neill, 2006, ¶ 3).

Regarding individuals' perception to respond more readily to an internal locus of control as opposed to an external locus of control can be seen in two examples. The first regarding certain modes of transportation and the second involving the perceived control of risk taking regarding driving an automobile.

The first example deals with the probability of passenger deaths comparing automobile- and airplane-related deaths. Many individuals perceive flying as far riskier than driving based on two reasons. First, individuals base their perceptions on the fact that they are in control of the automobile, so individuals deem that they are less likely to experience an injury or a fatal accident. Whereas on an airplane, individuals have no control over its actions, therefore leaving them to think that there is a greater risk of injury and/or death (Dr. R. McCarville, personal communication, November 12, 2007). However, according to statistics gathered by the National Safety Council (2007) of America, the perceptions of

passenger-related deaths are abundantly skewed within the general population. Regarding passenger-related deaths from automobiles, the odds were estimated at one in 6,500 people, where approximately 45,000 individuals lost their lives. However, the odds of passenger-related deaths from airplanes were estimated at one in 400,000, where approximately 680 individuals lost their lives in 2004. The concept of locus of control can be furthered due to the fact that the operation of an automobile contains an internal control orientation and the operation of an airplane contains an external control orientation. Therefore, our losses appear to be more extreme regarding flying as opposed to driving. In addition to the locus of control aspect, there also exists the role of familiarity, which plays into the control aspect. The skewed perception of risk regarding airplanes and automobiles can also be related to familiarity because most adult individuals drive on a regular basis or are in close proximity with automobiles more so than they are with airplanes. Many individuals only fly, at most, once or twice per year leaving the comforts of familiar transportation behind.

The second example deals with risk taking and the level of perceived control associated with driving an automobile while taking factors such as speed, following distance, and overtaking another vehicle with participants being either the driver or the passenger (Horswill & McKenna, 1999). Similarly, Horswill and McKenna (1999) argue that there is evidence to suggest that individuals "with an internal locus of control take fewer risks and have lower accident rates" (p. 379). Following their research, the authors reported that the individuals who were the 'drivers' reported they were more comfortable taking greater risks than their passenger counterparts, suggesting "that people have influential internal constructs about what it means to be in control of a situation, such that this influences certain risk choices, even under simulated conditions (Horswill & McKenna, 1999, p. 386). Finally, in regards to the level of control one has in different situations, individuals attribute themselves to be more apt and skillful than average and assume that others are less able to cope with situations than themselves (Horswill & McKenna, 1999).

Therefore, although studies have indicated that individuals' perceptions are inaccurate when considering the above two examples, it cannot be ignored, the great reliance placed on locus of control and level of familiarity, prospect theory, and judgmental heuristics.

2.1.2 Travelers' Perceptions of Risk Towards Destinations

As has already been thoroughly discussed, including the roles of perceived risk, judgmental heuristics, and prospect theory, including locus of control and familiarity, one is able to determine that there are a variety of factors at work in the cognitive processing of individuals. As such, it should come as no surprise that each of the above-stated factors have an effect on individuals planning a vacation. It was found that when selecting a vacation destination, Canadian travelers reported two conditions that were vital: i) feeling safe at the chosen destination (66%); and ii) encountering no health concerns while on vacation (50%) (Ministry of Tourism, 2007). Although the viewpoint and decision making processes of children will not be assessed within this research, it is important to note that their risk perceptions could be important as well, since adolescents were found to influence family decisions regarding vacations and travel intentions (Nickerson & Jurowski, 2001). When dealing with travelers' perceptions of risk for destinations, including travel to and from as well as their stay, Sönmez and Graefe (1998) described individuals' perceptions best, stating:

> Regardless of whether real or perceived, the presence of risk has the potential to change the nature of travel decisions. When risk perceptions or safety concerns are introduced into travel decisions, they have the potential to become overriding factors – altering the context of conventional models of decision making and causing travelers to amend travel plans (p. 171).

The concept of risk perceptions has been found to dramatically influence the cognitive processing of travelers, where many individuals have stated that they have and/or would change, or even cancel, their vacation plans if the perceived risks are too high.

Throughout the ages, there have been certain types of risks associated with traveling, especially on the international scale, mainly consisting of various modes of transportation. In today's modern society, however, there is a whole different set of risks affecting travelers' choice of destination based on the level of risk perception individuals associate with a particular location. The major areas affecting travelers' perception of risk include terrorism, war, social and political instability, health concerns (and/or epidemics), and natural disasters (Lepp & Gibson, 2003; Sirakaya, McLellan, & Uysal, 1996, as cited in Law, 2006).

2.2 Tourist Role Typologies – Novelty versus Familiarity

Due to the great number of risks that could potentially affect travelers, it can be inferred that travel to more familiar destinations will make tourists feel safer and that travel to more novel destinations will present greater perceived risks to tourists. The concept of familiarity refers to the close similarities found between the tourists' country of origin and host destination. The concept of novelty refers to the vast differences that may exist between the tourist's country of origin and host destination, including culture, language, food, environment and so forth. Lepp and Gibson (2003) assert that tourists' level of perceived risk is supported by their preference for either familiarity or novelty.

Cohen (1972) introduced one of the first discussions that emerged regarding the differences occurring between travelers based on the level of novelty sought. Cohen (1972) discusses his typology of four different types of travelers that were formed from his observations. These four types of travelers include:

i) Organized Mass Tourist – least adventurous, remains in 'environmental bubble', entirety of trip is planned ahead of time (most familiarity-seeking);

ii) Individual Mass Tourist – has certain amount of control over itinerary, but similar to organized mass tourist;

iii) The Explorer – arranges own trip, gets off the beaten path, leaves 'environmental bubble', but steps back if going gets tough; and

iv) The Drifter – ventures furthest from beaten path, immerses self in host culture (most novelty-seeking) (p. 199).

Each of the above types of travelers is related to the degree of familiarity or novelty one seeks when traveling to a particular destination as is compared to their home origin. This familiarity versus novelty, as discussed previously, plays a vital role regarding the risk perceptions of traveling individuals. Oftentimes, many travelers will select destinations that are more familiar to them with its associated lower risk perceptions. However, novel destinations are perceived as having greater risk attached to them and a higher likelihood of danger occurring. Lepp and Gibson (2003) identified that factors such as war, political instability, and terrorism vary considerably based on Cohen's tourist roles. The organized and independent mass tourists (familiarity seekers) associated greater levels of risks, especially in relation to whether or not travelers had previous experience at the destination, whereas the explorers and drifters (novelty seekers) perceive less risk as associated with health, war, political instability, terrorism, and even strange foods (Lepp & Gibson, 2003). Therefore, the type of tourist (familiarity- versus novelty-seeking) can have varying effects on what actually constitutes risk and the perceptions associated with certain risks.

Mo, Howard, and Havitz (1993) created the International Tourist Role (ITR) scale to operationalize Cohen's (1972) typology. The ITR scale is comprised of 20-items and has three associated dimensions:

i) Destination-Oriented Dimension (DOD) – novelty focuses primarily on the destination itself. It reflects the degree to which tourist choice is motivated by the desire for new and different travel experiences in terms of culture, people, language, and tourist establishments;

ii) Travel Services Dimension (TSD) – novelty is reflected by the extent to which international tourists accept or reject standardized, familiar travel support services; and

iii) Social Contact Dimension (SCD) – tourist roles differ in terms of the extent and variety of social contacts with local people…some tourists prefer to seek the

> excitement of complete novelty by engaging in direct contact with a wide variety of new and different people, others prefer just to observe the lives of local people (pp. 321-322).

The dimensions of the ITR scale were created in an attempt to capture "novelty-related nuances of international pleasure travel as proposed by Cohen (1972)" (Mo *et al.*, 1993, p. 25). The researchers continued with their ITR scale, testing international tourists' travel preferences and the result of their research concluded with the creation of four new clusters from the original three dimensions on the ITR scale:

i) High Familiarity Seekers – similar to Cohen's Organized Mass Tourist on all aspects;

ii) Destination Novelty Seekers – similar to Cohen's Organized Mass Tourist regarding preference for familiar travel services, but preferred new and unique destinations;

iii) Social Contact Seekers – preferred familiarity regarding destination, but preferred novelty regarding the social contact dimension; and

iv) High Novelty Seekers – included a combination of Cohen's Explorers and Drifters (Mo, Havitz, & Howard, 1994, pp. 26-27).

As one is able to deduce, the dimensions created by Mo *et al.* (1993) have similar properties as Cohen's (1972) typology, but are more methodologically accessible regarding the international traveler's familiarity- or novelty-seeking preferences and perceptions, in a more testable manner. However, different groups will be found in different contexts depending on the research variables used in different research settings, as was found by Jiang, Havitz, and O'Brien's (2000) research, where the authors further tested Mo *et al.*'s (1993) ITR scale in an attempt to validate the instrumentation. Following their research, Jiang *et al.* (2000) were able to validate 16 of the 20 items found within the scale, indicating that the ITR scale is a reliable method for investigating international tourists' travel preferences. Although Jiang *et al.*'s

findings were similar to those of Mo *et al.* (1993), it must be noted that the level of novelty individual travelers select will be related to their own choices and different groups will be found in different contexts depending on the varying novelty and familiarity dimensions sought by each individual (Jiang *et al.*, 2000).

While individuals assess, or rate, the safety of a destination on any or all of the perceived risk factors as well as the familiarity/novelty context, there is also the issue of both the level of severity (vicarious availability) and the level of frequency of certain negative events that can ultimately sway one's perception completely (Dawes, 1988). Similarly, Sönmez and Graefe (1998) found the perceived risk was a stronger predictor of avoiding a particular region than actually planning to visit a particular destination. The level of severity and frequency of certain acts, crime and terrorism for example, as reported by Pizam (1999), can have devastating effects on tourism demand, particularly those events causing mass destruction and/or those that are constantly occurring. As a result, the timely response and reactions of each affected destination can determine its level of associated risk perceptions, either reducing or perpetuating the risks.

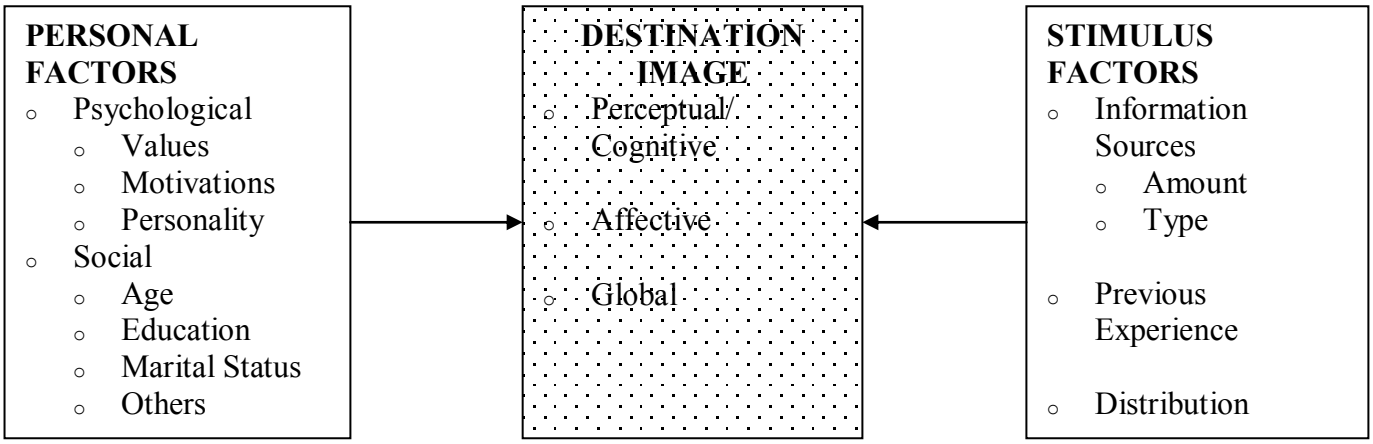
Therefore, as identified by Kozak *et al.* (2007), "it has become essential to investigate how the threat of perceived risk may influence or change one's original plans if a potential risk appears (p. 241). Additionally, individuals perceive destinations to be riskier as a result of the constant media attention given to negative crises and disasters, thus portraying an unsafe travel/vacation destination. Cavlek (2002) furthers this notion by stating "media 'bombard' readers and viewers with news during the time of crisis and people find negative reports far more interesting than positive" (pp. 482-483). Therefore, this raises the issue regarding the extent to which various forms of media, especially the formation of a destination's image, play in the role of perpetuating or reducing the perceptions of risk for future travelers or even the use of media sources as risk screeners prior to traveling.

2.2.1 Destination Image Formation

There is a great importance placed on the formation of a destination's image as it "affects the individual's subjective perception and consequent behavior" (Gallarza, Gil Saura, & Calderón Garcià,

2002, p. 56). The following figure depicts the two major factors, personal and stimulus, that influence destination image formation.

Figure 1:
Framework of Destination Image Formation



(Baloglu & McCleary, 1999, p. 870)

The perceptual/cognitive component refers to knowledge about a particular destination and its attributes, whereas the affective component refers to the feelings or attachment felt towards a particular destination. The evaluation of a destination "depends on a cognitive evaluation of objects and the affective responses are formed as a function of the cognitive responses. An overall image is formed as a result [of both the cognitive evaluation and affective responses]" (Baloglu & McClearly, 1999, p. 870). Further, Lepp and Gibson (2003) assert that the image individuals perceive of destinations will influence their likelihood to visit that particular area. It was found that Canadian travelers rely on a variety of information sources when selecting a vacation destination – 80% rely on the advice of friends, relatives, past experience, or a travel agent; and 25% relied on advertisements seen in newspapers (87%), on television, in mail publications, or on the internet (81%) (Ministry of Tourism, 2007). A destination's image, if negatively portrayed and perceived as having higher risks, can have dismal outcomes on the destination's economic revenues. As occurred in the United Kingdom, the endemic of the foot and mouth disease, and its related negative press, cost the country $140 million in lost revenues per week during the spring of 2001 (Lepp & Gibson, 2003, p. 619). Therefore, destinations must ensure that the images they are

portraying within media sources are positive and any negative reports mitigated immediately. This can be achieved through the distribution of more effective and reputable sources of information dissemination (Law, 2006).

Additionally, Vogt and Andereck (2003) state "past travel experience is one of the strongest information sources and influences destination image" (p. 348). The degree to which individuals are familiar with a destination, as well as particular types of transportation utilized, can drastically reduce the levels of perceived risk and that personal experience plays a large role in the reduction of risk perceptions (Boksberger *et al.*, 2007; Kozak *et al.*, 2007; Roehl & Fesenmaier, 1992). In utilizing their experiences of past travel, travelers are more readily able to compare their perceptions with reality, however in the absence of personal experience, travelers are more apt to avoid destinations viewed as risky, selecting an alternative destination viewed to be safe (Sönmez & Graefe, 1998).

Although the image of a destination is important during the decision making process for traveling individuals, destination image formation is only peripherally related to the perceptions of risk. It is important to note its significance, however, because the image of a destination plays a vital role in the information collection and pre-vacation planning stages as well as during the actual vacation and travelers' experiences while on vacation.

When promoting the image of a destination, one must take into consideration the fact that the promotional image(s) used to attract visitors can have adverse effects in the long term. Govers, Go, and Kumar (2007) state, "promotional image is largely skewed towards a set of favorable experiences. When visitors encounter settings or experiences that differ markedly from their expectations, their evaluations can be very negative" (p. 15). Prior to travel, individuals form certain perceptions about their vacation destination based on images received through various forms of media. As a result, any type of variance from this preconceived notion can have adverse effects on the overall experience of the travelers. Therefore, destinations must continually ensure that their image(s) is portrayed in a positive perspective for many different individuals. Additionally, the level of novelty sought by travelers can alter their image

formation of particular destinations. Lastly, destinations must also be aware of the fact that although individuals may have booked their vacation, there is a continual, ongoing search for information; therefore images must constantly be altered.

2.3 Family Vacations

The concept of family vacations pertains to any type of travel taken by parents and children, either domestic or international, outside the family's normal environment, and utilizing any mode of transportation. Since there are a variety of areas at play during family vacations for individuals, each area contains many related components. The three main components include family vacation decision making, the family life cycle, and gender.

2.3.1 Family Vacation Decision Making

The family vacation, for North Americans, symbolizes a chance for "family members to spend time together, engage in shared activities, travel to new locales, and create lasting memories" (Hilbrecht, Shaw, Delamere, & Havitz, in press). These vacations are often seen as representing positive images and for strengthening the family unit through bonding and shared activities. There has been evidence to suggest that family decision making has evolved from a unilateral theory – involving the husband, as head of the household, making all the decisions – to a complex hybrid theory – involving joint decision making between the husband and wife and even the involvement of children) (Fodness, 1992; Litvin, Xu, & Kang, 2004). Further, it has been found that joint decision making processes are now the most dominant type of decision making in regards to family vacation-related decisions (Kang *et al.*, 2003). This shift indicates that more individuals are now involved throughout the decision making process, especially for family vacations. However, regarding the roles related to family decision making, Fodness (1992) claims that roles "may change over time…[and] decision making patterns should be monitored periodically and such changes identified" (p.12). Due to the changing roles of motherhood and fatherhood within North American families, it has revealed that parents carefully select destinations and activities that are planned and organized to accomplish educational and/or developmental goals for their children (Hilbrecht *et al.*, in

press). However, the extent to which decisions are actually made equally remains unclear, therefore, the need to clarify the decisions made by the females and those by the males are required.

As has been stated earlier, children greatly affect vacation and destination choice for parents. Although these vacations are deemed as 'family' excursions, it is the parents who invest ample amounts of time and energy planning and successfully carrying out the trip, as well as spend significant amounts of money in order to make the vacation a memorable one. Shaw *et al.* (2008) found that through enhancing positive interactions among family members, parents were able to utilize these positive memories to accomplish long-term goals for their children that would "become a basis for future life decisions" (p. 19). Similarly, parents choose destinations based on the fact that they will be more entertaining for their children, sacrificing their own leisure activities and behaviours. The extent of this sacrifice is not well researched, but one can conclude that based on the above information, parents put their activities on the 'backburner' per se in order to participate fully in family activities. However, it was also indicated by Parke and O'Neill (1999) that parents seek to manage their children's lives in order to make sure that they are exposed to positive environments and shielded from negative ones to the greatest extent possible (as cited in Shaw *et al.*, 2008). There are many different factors associated with family vacations with a majority of the literature supporting the positive aspects associated with these vacations (Gram, 2005).

There are many negative impacts associated with family vacations that can include strains on finances, psychological and physical well being, all of which create a great deal of stress within the family unit (Chesworth, 2003). As a result of the numerous constraints imposed on the family unit, it brings up the extent to which decision making around children is a cause of these burdens. Parents aim to keep their children entertained while on family vacations and sacrifice their own pleasure, oftentimes making the holiday strenuous, due to varying agendas between parents and children (Gram, 2005). Therefore, the utilization of effective conflict resolution strategies is implemented to mitigate any conflicts that may arise as a result of decision making within the family (Kang & Hsu, 2005). However, a resolution strategy that could be implemented, and has been almost entirely ignored within the literature, is gaining the

perspectives and perceptions of the children during the family vacation decision making process. Seaton and Tagg (1995) found that children who were involved in planning the family vacation reported higher levels of satisfaction, thus allowing for a reduction of stress during the vacation, both traveling to and during the holiday. Although children's perspectives and involvement have been found to play a vital role in the decision making process, for the purposes of this research, children's opinions and viewpoints will be excluded. In addition to the decision making process regarding family vacations, an important component involves the family life cycle and the ages of children when looking at the varying levels of risk during vacations.

2.3.2 Family Life Cycle

Wells and Gubar (1966) conceptualized a workable meaning of the family life cycle, indicating that families move through an expected sequence of stages that are characterized by unique combinations of socioeconomic and demographic variables. Although there is no universally accepted and utilized concept to define the stages of the family life cycle, the conceptual framework created by Wells and Gubar provide the most comprehensive overview and relevant grouping of family structures for the purposes of this research. The stages adapted by Well and Gubar are based on individuals with a 'traditional' nuclear family, consisting of a husband, wife and child(ren). There were six stages into which families could be placed based on their socioeconomic and demographic characteristics and include:

i) Young, single people – [not yet married, with no children];

ii) Newly Married Couples – young, no children;

iii) Full Nest I – young married couples with children: a) youngest child under six, b) youngest child six or older;

iv) Full Nest II – older married couples with dependent children;

v) Empty Nest – older married couples with no dependent children: a) head of labour force, b) head retired; and

vi) Solitary Survivors – older single people: a) in labour force, b) retired (Wells & Gubar, 1966, p. 355).

Each of these stages was created taking age, marital status, family size, employment status, and disposable income into consideration. Although these family stages were created almost 40+ years ago, the variables have remained relatively intact for present day research purposes. In this research, emphasis will be placed on both the Full Nest I and Full Nest II stages of the family life cycle as children may be a strong indicator as to the level of risk perceptions their parents place on particular family vacation destinations.

In addition to Wells and Gubar's (1966) early research, Mattessich and Hill (1987) state that the concept of the family life cycle refers to "the categorical system of operationally slicing the family career into segments that modally represent families whose incumbents display particular configurations of characters" (p. 438). The particular segments include both the presence and age(s) of any and all children within the family. The age of the youngest child is important because the rearing of younger children, especially those aged under six years, are the most labour intensive (Kapinus & Johnson, 2003). Literature has shown that the presence of young children has strong influences on leisure activities. With regard to the presence of children, especially young children, Roehl and Fesenmaier (1992) found:

i) Family activities dominate much of adult leisure behaviour (Kelly, 1978); and

ii) Obligations placed on parents by young children often act as barriers [especially when children are around the age of six years or younger] to participation in various activities (Rapoport & Rapoport, 1975; Witt & Goodale, 1981) (pp. 21-22).

The fact that younger children are more labour intensive, meaning that they require a greater amount of attention than older, more independent children, will have a great impact on the family dynamics as well as particular socioeconomic characteristics such as disposable income. In contrast, parents are also faced with a social-psychological, labour intensive task regarding older, more detached children (e.g., teenagers).

Shaw *et al.* (2008) argue that the role of creating positive family memories for their older children is "more urgent and salient… [parents] anticipated that their teenage children might not want to go on family vacations and might not appreciate them in the same way" (p. 24). Therefore, parents are faced with two contrasting dilemmas regarding family vacations, attempting to please both younger and older children while at the same time trying to create familial bonds with greater levels of interaction and cohesion within the family unit.

Fodness (1992) states that the family life cycle is most often used in segmentation marketing research, where consumers are divided into specific stages in relation to a family's homogenous attitudes and purchasing behaviour. Additionally, Fodness (1992) found that the wife was more likely than the husband to be the key information seeker in the stages where children (aged zero to 17 years old) are present, both for individuals clustered into the segments: young parents (18 to 34 years of age); and mature parents (35 years of age and older) (pp. 10-11). However, mature parents (12.0%) partake in more travel than young parents (6.2%), yet the lack of support as to the reasoning behind the apparent lessened amount of travel for young parents was not stated (Fodness, 1992, p. 10). One could take into consideration the previous discussion regarding the rearing of younger children and extent to which more labour intensive involvement can have major impacts on the motivation and ability to travel during this younger life cycle stage. Additionally, Couchman (1988) cited, "leisure is the single most important force of developing cohesive, healthy relationships between husbands and wives and between parents and their children" (as cited in Zabriskie & McCormick, 2001, p. 281). Ultimately the stage of the family life cycle is associated with the family vacation decision making process (Shaw *et al.*, 2008) because couples who have children perceive greater risks associated with family vacations (Madrigal *et al.*, 1992). Therefore, a variety of factors must be taken into consideration when making family decisions, especially decisions made for a family vacation.

2.3.3 Gender

There has not been an abundant amount of research compiled regarding differences between gender and travel, especially in the context of risk-related perceptions. Slavik and Shaw (1996) found that not only are differences between the genders important, but the degrees to which these differences occur are significant (as cited in Frew & Shaw, 1999). Similarly, it was also found that the socialization of boys and girls to participate in different gender-specific activities could influence both motivation and behaviour regarding recreational and tourism activities and experiences in the future (Kinnaird & Hall, 1994). It can also be noted that men are found to enjoy leisure more so than women and that women's leisure time appears to be more fragmented as well as being interrupted more often by other obligations while in leisure (Maume, 2006). As a result of these variances in motivation and tourism/leisure behaviour, one could assert that males and females seek different outcomes regarding their travel experience.

However, Collins and Tisdell (2002) assert that because participation rates of females in the work force have grown exponentially since World War II, many more are remaining childless and even more are becoming independent and self-reliant, the differences between male and female travel patterns are becoming less pronounced. Although the differences in travel numbers are not distinct, the authors point out that males seek action/adventure, take more risks, and travel more for business, while females immerse themselves in more cultural- and educational-related experiences and travel more for pleasure (Collins & Tisdell, 2002). Additionally, regarding work-related issues and vacation time, differences arise between men and women, not only based on the amount of vacation time taken to spend with family, but also certain psychological issues that occur. Maume (2006) found within his research of gender-specific analyses that:

> men's work schedules…and concerns about job security significantly reduced the duration of their vacations…[and] even though familial factors had no impact on women's vacation use, women's doubts about their success in their family lives increased with the number of unused vacation days (p. 184).

Collins and Tisdell's (2002) and Maume's (2006) research indicates greater importance is placed on family and vacations more so from the woman's perspective as opposed to their male counterparts.

Yet the extent to which males and females differ regarding vacation time spent with family and specific gender preferences regarding family vacations are not entirely known. For this reason, part of the research will be determining if differences exist between mothers and fathers within households since mothers are more commonly the information seekers and fathers tend to take a more navigational standpoint. However, since other types of families are being surveyed, it will aid in determining if gender is indeed an important aspect regarding family vacations, especially when measuring decision making processes and the application of risk perceptions during family vacations. As a result of the lack of literature exploring the differences between mothers and fathers and their individual characteristics and differences regarding family vacations, it is important to examine this aspect further to determine where and why these differences and/or similarities might exist.

In the context of family vacations, parents are attempting: to escape the pressures of everyday life; to spend time as a family; to create positive memories for their children; and to gain additional education/knowledge over the duration of their vacation (Shaw *et al.*, 2008). Ultimately there are a variety of variables that are associated with parents' perceptions of risk during with family vacations, including heuristic strategies, novelty and familiarity dimensions, destination image, the family decision making process, the stage of the family life cycle**,** and gender. Each of these variables will be measured to determine their level of influence on parents and the associated perceived risks when selecting a vacation destination. Additionally, certain socio-demographic characteristics will be measured to determine the extent to which the characteristics might play a role in risk perceptions of parents both prior to and during family vacations.

CHAPTER THREE

3.0 RESEARCH METHODS

A quantitative method approach was used for a majority of this research to examine the risk perceptions of parents with at least one dependent child aged twelve years old or younger. The general purpose of a quantitative research method may be described as an approach where "the investigator primarily uses postpositive claims for developing knowledge…employs strategies of inquiry such as experiments and surveys, and collects data on predetermined instruments that yield statistical data" (Creswell, 2003, p. 18). In the current case, self-administered questionnaires were used to address the topic of risk perceptions associated with family decision making both generally and specifically related to their last family vacation as well as the assortment of socio-demographic characteristics and external factors influencing the decision making process. The questionnaires can provide a "numeric description of trends, attitudes, or opinions of a population by studying a sample of that population. From sample results, the researcher generalizes or makes claims about that population" (Creswell, 2003, p. 154). In addition to studying a sample of a certain population, large numbers of respondents is optimal to generate valid and reliable results (Nardi, 2006). This method is best utilized, as it is the most appropriate and common for risk perception research; however, it is less common regarding family vacation research.

Additionally, a qualitative method was used for a small portion of this research to examine the open-ended questions through the use of content analysis. According to Neuman (1991) content analysis "…is a technique for gathering and analyzing the content of text. The *content* refers to words, meanings… [t]he *text* is anything written, visual, or spoken that serves as a medium for communication" (p. 266). In order to perform content analysis "…a research uses objective and systematic counting and recording procedures to produce a quantitative description of the symbolic content in a text" (Neuman, 1991, p. 266). In addition to Neuman's (1991) description of content analysis and its uses, Rubin and Babbie (2001) support Neuman by indicating that content analysis is best utilized for transforming qualitative material

into quantitative data, coding and tabulating the occurrences of particular forms of content is performed next in order to discover emergent themes or similar categories.

In past studies, a majority of the risk perception research has been done through the use of quantitative methods. Cheron and Ritchie's (1982) as well as Brannan *et al.*'s (1992) studies measured similar conceptualizations of the risk dimensions, specifically measuring leisure activities and respondents' associated risk perceptions regarding the given activities. Roehl and Fesenmaier (1992) measured risk perceptions associated with pleasure travel, including such components as distance traveled, destination location (domestic versus international), whether children were present, amount of planning involved, and the benefits sought from the vacation (pp. 22-23). Kozak *et al.*'s (2007) research collected data on issues such as the probability of types of risk occurring, the magnitude of the threat, and the efficacy of the destination's media in disseminating information regarding the threats as well as certain travel characteristics including respondents' international travel experience and the uncertainty avoidance based on his/her perceptions (pp. 236-237). Backman and Crompton (1991) utilized a variation of Rotter's (1966) locus of control questionnaire, which measures expectancies for internal and external controls. Reisinger and Mavondo's (2005) research measured such components as cultural orientation, personality, lifestyle, motivation for travel, perception of travel risk, and perception of travel safety (p. 217). Each of the above-stated studies collected data using a variation of a Likert scale, ranging from five to nine points. As such, it seemed logical, in order to gather sufficient information for comparison purposes, that Likert scales were used as a main data collection tool for this research. Many of the dimensions measured in the above-stated studies were incorporated into this research – modifications being made to reflect family vacations specifically. However, within the family vacation literature, qualitative methods have been more commonly used for data collection.

The utilization of quantitative data collection procedures, as is seen in questionnaires, is most efficient when surveying large numbers of respondents over short periods of time and is more efficient for analyzing large amounts of information for relationships among respondents. Although the utilization of

qualitative data collection procedures, as is seen in semi-structured interviews, is most efficient when attempting to extract more in-depth views and opinions from participants, it is not ideal in this particular study. The most recent, fairly limited literature on family vacations has used a variety of qualitative techniques, including those of Hilbrecht *et al.* (in press), Shaw *et al.* (2008), and Zabriskie and McCormick (2001). Since the use of quantitative methods was utilized for this study, the methods will be somewhat of a departure with focus on families from previous literature. However, in summary, the quantitative approach seemed most appropriate as it allowed for a larger sample from which to draw respondents, thus contributing to its reliability and validity and because this method is consistent with the already referenced risk research.

3.1 Setting of the Study: Region of Waterloo, Ontario

The study itself was a small-scale, exploratory study combining risk perceptions, novelty, and family vacations. The selected study area was the southwestern Ontario Region of Waterloo ('Region'), which can be considered a microcosm of Canada's population. The reasons why the Region, encompassing the cities of Waterloo, Kitchener, and Cambridge, is considered a microcosm of Canada are the result of a variety of factors. These factors include the findings of both very high and low levels of income for households, which can also be an indication of the Region's white- and blue-collar jobs, the ethnic diversity found within each of the three cities, including large groups of Canadians of Asian, Black, Filipino, Latin American, Middle Eastern, and European decent. Additionally, the education levels of the Region's residents may be considered a predominate factor and were focused on more in-depth within each of the cities' descriptive characteristics sections.

Although the Region also includes a multitude of rural districts, these areas were excluded from the study due to a lack of contacts and time barriers. This restriction was enforced through a screening question to ensure respondents reside in one of the three chosen cities. The study is not considered to be a homogeneous one, but was comprised of certain respondents with similar demographic characteristics based on both the direct contacts and the sample distribution area.

In order to gain a better comprehension of the study area, a brief overview of each city's demographic characteristics will be presented. Kitchener has a total population of 204,665 persons (Statistics Canada, 2007a). Within the population, for the purposes of this study only, there are a total of 120,420 individuals aged 20 to 59 years old (Statistics Canada, 2007a). The reasoning why individuals within the previously mentioned age range are included is because these individuals are most likely to have children aged twelve years old or younger. Within Kitchener, there are approximately three-dozen distinct neighbourhoods from which to draw individuals (Appendix A), however, only certain areas were initially targeted based on the utilization of direct contacts including Forest Hill, Forest Heights, and Stanley Park. Kitchener has a total of 24,250 private households of families with children, however, the age of the children living in the household, as specified by Statistics Canada (2007a) includes at least one child under 25 years of age, therefore, this number can be inferred to be lower since at least one child aged twelve years old or younger must be present within the household to be eligible. Further, there are a variety of levels of educational attainment for the residents of Kitchener. The levels of educational attainment for all of the residents of Kitchener range from high school diploma or equivalent (46,640), apprenticeships/trades (14,145), a college diploma (31,505), and university degree (26,890) (Statistics Canada, 2007a). The displayed levels of education has obviously excluded a fair number of individuals within the population, however, one must consider the number of residents who are still within the school system as well as individuals who received other, less common forms of education.

Waterloo has a total population of 97,745 persons (Statistics Canada, 2007b). Within the population, for the purposes of this study only, there are a total of 57,660 individuals aged 20 to 59 years old. Within Waterloo, there are approximately two-dozen distinct neighbourhoods from which to draw individuals (Appendix B), however, only certain areas were initially targeted based on the utilization of direct contacts including Eastbridge, Beechwood, Lakeshore, and Laurelwood. Waterloo has a total of 12,315 private households of families with children, however, as is mentioned above, this number can be inferred to be lower since at least one child aged twelve years old or younger must be present within the

household to be eligible. Further, there are a variety of levels of educational attainment for the residents of Waterloo. The levels of educational attainment for all of the Waterloo residents range from high school diploma or equivalent (21,495), apprenticeships/trades (4,700), a college diploma (12,620), and university degree (24,640) (Statistics Canada, 2007b). Once again, the displayed levels of education has obviously excluded a fair number of individuals within the population, however, one must consider the number of residents who are still within the school system as well as individuals who received other, less common forms of education.

Cambridge has a total population of 120,371 persons (Statistics Canada, 2007c). Within the population, for the purposes of this study only, there are a total of 68,470 individuals aged 20 to 59 years old. Within Cambridge, there are approximately one dozen distinct neighbourhoods from which to draw respondents (Appendix C). Cambridge has a total of 15,755 private households of families with children, and as is mentioned previously, this number can be inferred to be lower since at least one child aged twelve years old or younger must be present within the household to be eligible. The levels of educational attainment for all of the Cambridge residents range from high school diploma or equivalent (28,035), apprenticeships/trades (8,170), college diploma (18,735), and university degrees (11,345) (Statistics Canada, 2007c). As has been stated previously, the above-indicated statistics may have excluded a portion of the population based on residents' participation with Statistics Canada.

3.2 Survey Procedures

As described in Chapter 1, the goal of this research was to gather information on parents' perceptions of risk as associated with family vacations to determine if relationships exist among the key concepts.

Access to families in each area for data collection was initially accomplished through approximately five direct contacts and the associated snowball sampling method. Each of the direct contacts was given a pseudonym to protect their identity. The first two contacts, Robert and Cassandra, live in the Forest Hill neighbourhood in Kitchener and work in Kitchener and Waterloo respectively. The

next contact, Rachael, lives in the Preston Centre neighbourhood in Cambridge and works in Kitchener. The next contact, Jennifer, lives in the Beechwood neighbourhood in Waterloo and works in Waterloo. The final contact, Amy, lives in the Pine Grove neighbourhood in Kitchener and works in Kitchener. Finally, the researcher lives in the Victoria Hills neighbourhood in Kitchener and works in Waterloo. As can been seen in Table 2, the information suggests that some degree of diversity was obtained through the direct contacts' age ranges, neighbourhood, workplace, job, and level of education.

Table 2
Descriptive Summary of Direct Contacts

Name	Neighbourhood	Workplace	Job	Age Range	Education
Robert	Forest Hill (Kitchener)	Kitchener	Facility Maintenance	50-54	High School
Cassandra	Forest Hill (Kitchener)	Waterloo	Administrative Assistant	50-54	College
Rachael	Preston Centre (Cambridge)	Kitchener	Advertising Executive	50-54	High School
Jennifer	Beechwood (Waterloo)	Waterloo	Accounts Payable	40-44	University
Julia	Pine Grove (Kitchener)	Kitchener	Professor	50-54	University
Alicia	Victoria Hills (Kitchener)	Waterloo	Student	25-29	University

In this study, 200 information letters (Appendix D) were distributed throughout the identified neighbourhoods within the Region, each letter going to one household, with the objective of obtaining 400 completed questionnaires.

The snowball sampling method is utilized when a researcher initially surveys a limited number of chosen individuals gathered from direct contacts (Appendix E) and then respondents are asked to provide names of other individuals who would be willing to participate (Nardi, 2006). For the purposes of this study, direct contacts approached individuals within their neighbourhoods, through work and/or school, within their community (church, clubs, etc.), and their relatives, yet only respondents who meet the desired criteria will be contacted. For those individuals who meet the desired criteria, the direct contact asked the first household if they were willing to participate. Upon consent of participation, the direct contact asked

each participant if they knew of two or three additional households who meet the desired criteria and might be willing to participate. If the participants were willing to perform the first snowball sample, the direct contact distributed the desired number of information letters and made one reminder contact after a five to seven day turnaround period (Appendix F). If, however, a direct contact's respondent overlapped with another contact, they did not include this respondent.

To obtain the most optimal data, direct contacts were given written instructions containing methods for screening potential respondents to determine who is eligible (Appendix G) as well as cards describing the type of research the questionnaire entailed (Appendix H).

Upon receiving permission, information letters were distributed to additional respondents, and were stopped upon being one removed from the initial contacts, so as to maintain greater reliability of the survey results. This was not a random sample of the population and as such, the study will be comprised of networks of individuals who are somewhat similar in certain characteristics (Nardi, 2006).

3.2.1 Self-Administered Questionnaires

Babbie (2004) highlights the importance of testing the questionnaire first, since there are always errors, no matter how diligent the researcher designs the questions to be included. A pilot test was performed to ensure that the "…questionnaire flows, the instructions are adequate, the wording of the items and the format are clear, and the survey takes a reasonable time to complete…" (Nardi, 2006, pp. 95-96). The self-administered questionnaire underwent a pilot test with approximately five key individuals, namely friends and family members who were not included in the sample, to determine the accuracy of all the above-mentioned factors. The pilot test individuals included males and females as well as those in different age ranges and with varying levels of educational backgrounds, thus maintaining diversity among pilot test individuals. The intent of the pilot tests was to limit confusion and/or misinterpretation before the survey was administered to the actual sample population.

Questionnaires were selected as the main tool for gathering data on risk perceptions because, as was asserted by Nardi (2006), they are more capable to use when a large number of individuals will be

surveyed over a short period of time. The questionnaire utilized a Likert scale to assess risk perceptions, an intensity measure that includes a series of statements with a standard set of responses, normally including a range of numbers indicating higher or lower levels of agreement to a specific question (Babbie, 2004). Normally, 5-point Likert scales where 1 is 'strongly disagree' and 5 is 'strongly agree' have been used, but because of the possibility that some respondents avoid selecting extreme responses, this might leave only three categories from which to select (Bordens & Abbott, 1991). Furthermore, Bordens and Abbott (1991) assert "…[a] 10-point scale has enough points to allow a wide range of choice while not overburdening the subject…scales ranging from 7 to 10 points leave several points for the subjects, even if subjects do avoid the extreme values" (p. 186). Therefore, for the purposes of this questionnaire, a 7-point Likert scale was utilized when surveying respondents.

The questionnaire also included a standardized set of closed-ended response categories in order to gather data on several other questions (Bordens & Abbott, 1991) (Appendix I). Additionally, the use of open-ended questions was used to collect certain information regarding family vacations for comparison purposes only. Open-ended questions within the main sections of the questionnaire were, for the most part, excluded because respondents may not exactly understand what the researcher is attempting to ask or they may find that too much effort is required in order to think of an answer (Bordens & Abbott, 1991). The use of quantitative research methods is designed to establish statistical relationships of both similarities and differences among the sample population. For the purpose of this study, the self-administered questionnaire served as a primary method to inform respondents about risk perceptions, novelty, and family vacations.

3.2.1.1 The Present Questionnaire

For the present study, a questionnaire was developed consisting of seven sections (Appendix I). The first section included ten questions, most of which were closed-ended or consisted of short, open-ended questions regarding the characteristics of the respondent's last family vacation. A majority of the questions were created by the researcher, with the wording being adapted specifically for this study.

However, question seven (*Which of the following best describes the way you traveled on your last family vacation? [Please select only **one** response])* was taken from Mo's (1991) research.

The second section contained four questions with a mixture of closed-ended and short, open-ended questions regarding the planning stage of the respondent's last family vacation including a list of the information sources potentially utilized, the importance of particular features, and the role each family members play in the decision making process. The first question of this section was made up, with certain aspects being adapted from Kozak *et al.*'s (2007) research. The use of question 12 *(Please rank, from 1 [most important] to 6 [least important], the following features in order of importance when planning your last family vacation)* and question 13 *(If you were to allocate 100 points among family members [self, spouse/significant other {if applicable}, and children] with respect to how much of a role each person played in the decision making process in an average family vacation, how would you distribute the points?)*, both were adapted from Madrigal's (1990) research. The final question in this section was made up to determine the length of time families spend planning their average family vacation, from its initial inception to their departure date.

The third section contains one question which consists of four pairs of statements regarding the extent to which respondent's prefer familiarity or novelty for their vacation destinations, the activities participated in, the cultures visited, and the individuals with whom they associate. The statements were developed by the researcher using underlying themes from Cohen's (1972) original work as well as Mo *et al.*'s (1994) revised version of tourist role typologies.

The fourth section was comprised of 34, closed-ended statements which consisted of two separate groupings of statements regarding both respondents' family vacations in general as well as being specific to their last family vacations. This section utilized a 7-point Likert scale to measure the level to which respondents agreed or disagreed with each of the statements. Of the 34 statements, 14 were derived from Cheron and Ritchie's (1982) original risk perception scale, and 14 were derived from the themes that emerged from Shaw *et al.*'s (2008) research. Both sets of statements were treated with an iterative process;

the same question was asked twice, but in different contexts to get at both the general and last family vacation specific perceptions of risk parents inferred from vacations in general as well as during their last family vacation. The remaining six statements consisted of safety factors regarding respondents' general perceptions of risk. Some of these statements were created by the researcher while some of the questions were modified from Law (2007) and Pizam (1999).

The fifth section was comprised of five pairs of statements regarding respondents' locus of control orientation, either internal or external. Three of the statements were derived from Rotter's (1966) original measurement, while two of the statements were derived from Marsh and Richards (1986) who built upon Rotter's measurement.

The sixth section comprised two short, open-ended questions regarding respondents' future family vacation. The first question was made up by the researcher and dealt with whether or not respondents were taking a family vacation in the upcoming year and where they were going. The second question dealt with the issue that if the respondent's next vacation destination were portrayed as risky, whether or not they would change their destination.

The final section of the questionnaire dealt with standard demographic and geographic information developed by the researcher.

3.3 Overview of the Analyses

The following section included a brief description of the type of analyses performed to determine the relationships and/or differences that occurred as a result of the survey responses. To answer research questions one and two regarding the locus of control statements and novelty/familiarity dimensions, indices were created to determine respondents' control orientation, either internal or external, and their preference for novelty or familiarity. For research question three, a t-test was most appropriate in determining if respondents differed based on first-time travel versus previous travel experience. For research question four, frequencies were utilized to determine which external sources of information were most predominate in the decision making process for respondents. To answer research question five, a t-

test was utilized to determine if a relationship existed between risk perceptions and gender, while ANOVA was utilized to determine if relationships existed between risk perceptions and stage of the family life cycle and level of education. For research question six, a t-test was utilized to determine if greater distance actually equals greater risk perceptions. For research question seven, a t-test was used to determine if crossing international borders increased risk perceptions. For research question eight, frequencies were utilized to determine which features were most and least important for parents when planning a family vacation destination. The initial testing for descriptive statistics utilizing both t-tests and ANOVA, where appropriate, were utilized to gain a sense of the univariate relationships that existed among the various factors and risk perceptions. Upon determining the significant univariate relationships that existed among the t-tests and analyses of variance, hierarchical regression models were utilized to determine the effect certain variables had on risk perceptions with the presence of other variables.

CHAPTER FOUR

4.0 ANALYSIS AND RESULTS

As noted in the previous chapter, the original method of survey distribution was through the use of direct contacts – individuals with whom I had personal connections to throughout the Waterloo Region – and data collection was through the utilization of an online survey. The direct contacts were to get in touch with families they knew through their various social networks – neighbourhoods, work place, social groups, friends and relatives – who met the eligibility criteria of the research– parents who lived in the Waterloo Region, had at least one child aged twelve years or younger, and had taken a family vacation in the past two to three years. Upon contacting eligible potential respondents, information letters were distributed granting them access to the online survey. With the utilization of this method, approximately 211 potential respondents were identified and contacted by the direct contacts. However, only 48 usable surveys were completed through the online questionnaire, yielding a 22.75 percent response rate.

4.1 Revised Data Collection Methods

Due to the low number of surveys completed as well as the low response rate, other methods of data collection were sought with the chosen method being distribution at a recreation centre within the Region. The selected recreation centre was the Waterloo Memorial Recreation Complex (WMRC), which offers families the opportunity to enroll children in both swimming lessons and minor hockey. Data collection at the WMRC took place during swimming lessons, as there is a viewing gallery where parents can sit and watch their child's progress in class during an approximate 30-minute timeframe. Since this gallery was accessible, it made approaching parents for potential participation easier. Either one or both parents attended the swim lessons and many were willing to participate during this relatively free time period. Additionally, because a research assistant (another Masters graduate student) and I were present it afforded parents the opportunity to explain or clarify questions to parents as well as answer eligibility questions relating mainly to such questions as to what actually constituted a vacation as many parents did not consider their past travel experiences a vacation. The hardcopy survey was kept the same as the online

version and the information letter was modified by removing details of the online survey component. Using this method, approximately 204 parents were approached for potential participation and 126 surveys were completed, yielding a response rate of 61.76 percent. Therefore, a combined online and face-to-face response rate of 41.93 percent was gained with approximately 415 potential respondents and 174 completed surveys. Although there was more rapport with the direct contacts distributing information letters than distributing surveys directly to parents, a face-to-face method was gained at the WMRC, thereby allowing for better communication with the participants as was described above. Some of the common reasons why parents declined to participate were a lack of time – busy with more than one child in lessons, because they brought outside work to focus on, or their child's lesson was almost finished – or parents were not interested in participating in the study.

In examining the methods of data collection, it can be determined that both methods were convenience samples as respondents were drawn from the same communities. Because all information was drawn from the same communities, the results generated from the following analyses are not generalizable to a broader population. This inability to generalize will not be an issue since during the data collection stage one method of convenience sampling was exchanged for another. As such no extrapolations will be conducted as all analyses completed were kept within the same sample. Frequencies were run on all the questions to determine if the data was clean. The frequencies revealed coding issues relating to the year of the participants' last vacation, which were recoded, entering the number and ages of children in each household, and the family lifecycle, which were reentered to reflect a third family life cycle. Initially, the family life cycles were coded to reflect parents with children under the age of six years old and parents with children aged six years and older. The third family life cycle was added to include parents with children younger, equal to, or older than six years of age, creating more comprehensive family life cycle stages to analyze. There was little item non-response with the exception of the Locus of Control statements where, depending on the item in question, between 11 and 19 individuals left responses blank. Some parents' open-ended responses reflected a trust and belief in God's plans for themselves and their families,

and therefore left certain questions relating to fate blank. Additionally, some parents left question marks beside some of the statements, which may be inferred to be a result of the dated nature of the original statements (1966) and potentially not relevant to present day beliefs.

4.2 Descriptive Information Related to the Sample

The characteristics of the sample are displayed in Table 3.

Table 3
Characteristics of the Sample (N=174)

Characteristic	Category	Frequency	Percentage
Gender	Male	53	30.6
	Female	120	69.4
Stage in the Family Life Cycle	Life Cycle 1 (Children < six years)	45	26.2
	Life Cycle 2 (Children ≥ six years)	75	43.6
	Life Cycle 3 (Children ≤ six ≥ years)	52	30.2
Number of Children in Household	One Child	36	21.2
	Two Children	80	47.1
	Three Children	46	27.1
	Four Children	6	3.5
	Five Children	1	0.6
	Six Children	1	0.6
Highest Level of Education Attained	Did not finish high school	1	0.6
	High school diploma	9	5.3
	Trade apprenticeship	4	2.4
	Some college/university	20	11.8
	College diploma/university degree	102	60.4
	Graduate degree	33	19.5
Born in Canada	Yes	137	81.1
	No	32	18.9
Respondents who live in **Kitchener** Neighbourhoods	Forest Heights	7	4.5
	Breithaupt Park	4	2.6
	Alpine Village	4	2.6
	Forest Hill	2	1.3
	Deer Ridge	2	1.3
	Doon Mills	2	1.3
	Stanley Park	1	0.6
Respondents who live in **Waterloo** Neighbourhoods	Eastbridge	33	21.4
	Laurelwood	29	18.8
	Beechwood	21	13.6
	Lakeshore	12	7.8
	Westvale	11	7.1
	Heidelberg (near Waterloo)	7	4.5
	Uptown Waterloo/University Downs	6	3.9

Table 3 Continued
Characteristics of the Sample (N=174)

Characteristic	Category	Frequency	Percentage
Respondents who live in **Waterloo** Neighbourhoods – continued	Clair Hills	3	1.9
	Lexington	3	1.9
	Conestogo	1	0.6
Respondents who live in **Cambridge** Neighbourhoods	Greenway-Chaplin	3	1.9
	Christopher-Champlain	1	0.6
	Hespler Village	1	0.6
	Fiddlesticks	1	0.6

Note: The percentage reflects the valid percent (missing values were excluded).

Females comprised over two-thirds of the sample (69.4%), an overrepresentation vis-à-vis the general population that is likely an artifact of the collection procedures used, but which may accurately reflect that mothers remain the primary caregiver and chauffer of children to organized recreational activities (Hilbrecht, 2009; Howard & Madrigal, 1990). Respondents with older children in the second family life cycle – children aged six years or older – were the most common (43.6%). Additionally, there was a relatively even number of respondents falling into the first family life cycle (26.2%) – children under six years of age – or a combination of both family life cycles (29.9%) – children of any age with at least one child aged twelve years or younger – within the household. The mean number of children per family reported was 2.17 with a modal response of two children per family (47.1%). The modal response for respondents' highest level of education attained suggests a highly educated sample relative to the general population. Nearly 80 percent of respondents indicated an education attainment level of a college diploma/university degree (60.4%) or a graduate degree (19.5%). Again, this may be an artefact of the data collection method – parents with high levels of education are more likely to enroll their children in organized recreation programs (Hilbrecht, 2009). Additionally, more than four in five of the respondents indicated that they were born in Canada (81.1%), while the rest of the respondents were not born in Canada (18.9%). On average, respondents have lived in the country for approximately 20 years. Lastly, over two-thirds (68.4%) of the respondents are from Waterloo with the rest of the respondents living in various neighbourhoods in Kitchener and Cambridge. It is not surprising that a majority of the respondents

are from Waterloo as the revised data collection took place at a recreational facility in Waterloo. Within Waterloo, most of the respondents were from either the Eastbridge (21.4%) or Laurelwood (18.8%) neighbourhood, both of which are located in close proximity to the WRMC. Within Kitchener, most of the respondents were from the Forest Heights (4.5%), Breithaupt Park (2.6%) or Alpine Village (2.6%) neighbourhoods. Within Cambridge, most of the respondents were from the Greenway-Chaplin (1.9%) neighbourhood since this neighbourhood is located near the neighbourhood of one of the direct contacts.

4.3 Descriptive Information Related to Respondents' Last Family Vacation

Characteristics of respondents' last vacation are displayed in Table 4.

Table 4
Characteristics of Respondents' Last Vacation (N=174)

Characteristic	Category	Frequency	Percentage
Vacation Destination	Within Ontario	63	36.2
	Within Canada	23	13.2
	Within the United States	50	28.7
	International	36	20.7
	Not Applicable – Touring Vacation	2	1.1
Year of Last Vacation	2005	2	1.1
	2006	11	6.3
	2007	33	19.0
	2008	128	73.6
Month of Last Vacation	January	6	3.4
	February	13	7.5
	March	20	11.5
	April	4	2.3
	May	3	1.7
	June	14	8.0
	July	12	24.1
	August	48	27.6
	September	8	4.6
	October	6	3.4
	November	2	1.1
	December	8	4.6
Total Distance Traveled	25km-500km	43	26.2
	501km-1000km	23	14.0
	1001km-3000km	38	23.2
	3001km-5000km	35	21.3
	5001km or greater	25	15.2
Nights Away	0-7	99	56.9
	8-15	53	30.5
	16-23	10	5.7

Table 4 Continued
Characteristics of Respondents' Last Vacation (N=174)

Characteristic	Category	Frequency	Percentage
Nights Away – continued	24-31	6	3.4
	32 or greater	5	2.9
Primary Mode of Transportation **to** the Destination	Car	85	48.9
	Plane	82	47.1
	Train	1	0.6
	Recreational Vehicle	3	1.7
	Other	3	1.7
Primary Mode of Transportation **while at** the Destination	Car	131	76.2
	Plane	2	1.2
	Train	2	1.2
	Recreational Vehicle	7	4.1
	Other (e.g., walking)	30	17.4
Type of Travel	Exclusively on a package tour	17	9.8
	Partially on package tour, partially self-guided	14	8.1
	Self-guided with preplanned schedule and routes	53	30.6
	Self-guided with evolving schedule and routes	89	51.4
Last Vacation Typical of Previous Vacations	Yes	117	67.5
	No	56	32.5
First Time Visitors to the Destination	Yes	65	37.4
	No	109	62.6

Note: The percentage reflects the valid percent (missing values were excluded).

With respect to vacation destination, over one-third visited somewhere in Ontario (36.2%), nearly one-third visited somewhere in the United States (28.7%), over one in five (20.7%) traveled to an international destination and most of the remainder traveled elsewhere in Canada. There is evidence that respondents take regular vacations as over three-quarters of the respondents took a family vacation in 2008 (73.6%) a conservative figure as respondents were surveyed four months prior to the end of the calendar year. Additionally, 20 percent of respondents had taken a family vacation in 2007, so in total almost 95 percent of the respondents took a family vacation in the past two years. Not surprisingly, given the predominance of young children in many of the households, most family vacations were taken during the summer months of July and August (24.1% and 27.6% respectively) as well as during March (11.5%). This predominance of family travel during the above-stated three months may be largely based on the children's school holidays, including spring break. For the total distance traveled, over one-quarter of

respondents traveled 500km or less for their family vacation (26.2%), with many respondents indicating that they had visited a family cottage. The next largest group of respondents, reporting a travel distance of 1001km to 3000km (23.2%), included many respondents indicating a destination either within Canada (but outside of Ontario) or the United States. Over 85 percent of the vacations taken were two weeks or less in duration with two-thirds of those being one week in length. The shorter duration of travel reflects the presence of young children; parents having work obligations and perhaps limited discretionary income based on the younger age ranges of the parents. For the modal transportation to their vacation destination, there was an almost 50/50 split between car and plane travel, while the mode of transportation used while at the destination was a car (76.2%). Over half of the respondents utilized a self-guided type of travel with evolving schedules and routes (51.4%) and an additional third (30.6%) of the respondents had a self-guided type of travel with preplanned schedules and routes. Over two-thirds of the respondents indicated that their last family vacation was typical of their previous family vacations (67.5%); however, over one-third of the respondents indicated that their last family vacation was *not* typical of their previous family vacations (32.5%). This is a significant finding as it indicates that – based on the above-findings demonstrating most families take at least one vacation per calendar year – there is a high level of novelty sought by families during their vacations. Lastly, over two-thirds of the respondents indicated that many of their family members were not first time visitors to the destination (62.6%).

4.4 Descriptive Information Related to Respondents' Decision Making Processes

Characteristics of respondents' methods for gathering information regarding their last family vacation are displayed in Table 5.

Table 5
Information Sources Utilized by Respondents (N=174)

Characteristic	Category	Frequency	Percentage
Information Sources Utilized (Could select all that applied)	Internet Sites	131	75.7
	Friends/Family	123	71.1
	Travel Agent	27	15.6
	Tourist Office	22	12.7
	Other Sources	15	8.7

Table 5 Continued
Information Sources Utilized by Respondents (N=174)

Characteristic	Category	Frequency	Percentage
Information Sources Utilized (Could select all that applied) – continued	Visitor/Convention Bureau	13	7.5
	Travel Magazines	11	6.4
	Travel Section of Newspaper	6	3.5

Note: The percentage reflects the valid percent (missing values were excluded).

With respect to the decision making process, three-quarters of the respondents relied on information gathered from Internet sites (75.7%) regarding their destination. Additionally, more than two-thirds of the respondents relied on family and/or friends (71.1%) for information regarding their last vacation destination. However, although not as commonly utilized, respondents also cited the use of travel agents (15.6%) and tourist offices (12.7%) as sources to gather information, thus showing the reliance upon others' opinions regarding vacation destinations. Overall, the use of imagery and word of mouth communication were the most optimal methods of seeking information regarding the family's vacation destination and as such, only internet sites, family/friends, tour agents, and tourist offices will be included in the subsequent regression and the remaining sources of information will be excluded from further analyses.

Characteristics of the importance placed on particular features when respondents were planning their last family vacation are displayed in Table 6.

Table 6
Importance of Particular Features when Planning Last Family Vacation (N=174)

Characteristic	Category	Frequency	Percentage
Activities Available	Most Important	22	12.9
	2nd Most Important	37	21.8
	3rd Most Important	25	14.7
	4th Most Important	28	16.5
	5th Most Important	38	22.4
	Least Important	20	11.8
Budget	Most Important	31	18.2
	2nd Most Important	44	25.9
	3rd Most Important	34	20.0
	4th Most Important	27	15.9
	5th Most Important	20	11.8
	Least Important	14	8.2

Table 6 Continued
Importance of Particular Features when Planning Last Family Vacation
(N=174)

Characteristic	Category	Frequency	Percentage
Destination	Most Important	74	43.5
	2nd Most Important	46	27.1
	3rd Most Important	31	18.2
	4th Most Important	16	9.4
	5th Most Important	2	1.2
	Least Important	1	0.6
Season	Most Important	38	22.4
	2nd Most Important	30	17.6
	3rd Most Important	35	20.6
	4th Most Important	33	19.4
	5th Most Important	15	8.8
	Least Important	19	11.2
Time Allocation	Most Important	10	5.9
	2nd Most Important	10	5.9
	3rd Most Important	32	18.8
	4th Most Important	36	21.2
	5th Most Important	62	36.5
	Least Important	20	11.8
Trip Type	Most Important	13	7.6
	2nd Most Important	4	2.4
	3rd Most Important	9	5.3
	4th Most Important	21	12.4
	5th Most Important	26	15.3
	Least Important	97	57.1

Note: The percentage reflects the valid percent (missing values were excluded).

Regarding the importance of particular features when planning their last family vacation, for activities available, there was a large amount of variation among respondents as most ranked this feature with greater than ten percent importance in five of the categories; however the modal response was fifth most important (22.4%). Regarding the budget, the first four categories had more than 15 percent; however the modal response was ranked as second most important (25.9%). The next feature, destination was clearly the most important feature when selecting a destination as the modal response was ranked most important (43.5%), with the second two categories consisting of more than 18 percent. The fourth feature, season, also had mixed rankings with the first four categories consisting of more than 19 percent and the modal response being ranked as most important (22.4%). The fifth feature, time allocation, consisted of a

lower ranking with the third through fifth categories containing more than 18 percent rankings; however the modal response for this feature was fifth most important (36.5%). The final feature, trip type, was clearly the least most important feature when selecting a destination as the modal response was ranked least important (57.1%).

Characteristics of the percentage allocation of the decision making process regarding respondents' typical family vacations are displayed in Table 7.

Table 7
Percentage Allocation of the Decision Making Process Regarding Family Vacations (N=174)

Characteristic	Category	Frequency	Percentage
Role of **Self**	0% - 25%	10	5.8
	26% - 49%	62	36.0
	50%	54	31.4
	51%-75%	31	18.0
	76% -100%	15	8.7
Role of **Spouse/ Significant Other**	0% - 25%	32	18.6
	26% - 49%	81	47.1
	50%	44	25.6
	51%-75%	12	7.0
	76% -100%	3	1.7
Role of **Child(ren)**	0% - 10%	132	76.7
	11% - 20%	25	14.5
	21% - 30%	8	4.7
	31% - 45%	7	4.1

Note: The percentage reflects the valid percent (missing values were excluded).

Regarding the allocation of the decision making process among family members for an average family vacation, over one-third (36.0%) of the respondents allocated themselves 26-49% of the decision making process. Similarly, another one-third of the respondents allocated themselves 50% of the decision making process (31.4%). Also, nearly one-half (47.1%) of the respondents allocated their spouse or significant other, if applicable, 26-49% of the decision making process and one-quarter (25.6%) attributed their spouse/significant other with 50% of the decision making process. However, children were not given a large allocation regarding the decision making process, as three quarters of respondents indicated a 0-10% weighting (76.7%) for an average or typical family vacation.

Characteristics of respondents' average time spent planning a typical family vacation is displayed in Table 8.

Table 8
Time Spent Planning Average Family Vacation (N=174)

Characteristic	Category	Frequency	Percentage
Length of Time Spent Planning Family Vacation (Weeks)	1 – 8 weeks	77	45.6
	9 – 16 weeks	50	29.6
	17 – 24 weeks	22	13.0
	25 – 32 weeks	6	3.6
	33 – 40 weeks	6	3.6
	41 + weeks	8	4.7

Note: The percentage reflects the valid percent (missing values were excluded).

Just under half of the respondents indicated that they spent between one and eight weeks (45.6%) planning a family vacation – from the time they start thinking of a vacation until their departure date – and nearly one-third spent between nine and 16 weeks (29.6%) planning a family vacation.

4.5 Data Reduction

The following section contains a series of factor analyses through the use of components analysis to reduce complexity. The intent of creating each of the following factors was not a protracted scale development exercise but of data reduction. It involved taking salient items and factoring them together based on the conceptual fit within each loading. This is not to state that the factors are valid and reliable as stable factors because a detailed scale development procedure was not undertaken, however each of the factors created has face and content validity. Prior to performing the factor analyses, a more conservative approach was utilized to determine significant factors and both Gorsuch (1983) and Stevens (1986) recommend low communality as 0.4, defined informally. Being more conservative, low communality, for this research, was defined as 0.5, therefore any item resulting in less than 0.5 communality was removed from further analysis in this study.

The first component analysis was run on the seven general risk perception statements derived from Cheron and Ritchie's (1982) work. The results, containing both high and low communalities, can be seen in Table 9.

Table 9
Multidimensional Structure of General Risk Perceptions – Using Principal Component Analysis with a Varimax Rotation

Statement	Factor 1	Factor 2	Communality
Vacations are satisfying experiences.	**.95**	.03	.90
Vacations are worth the time taken.	**.94**	.03	.89
Vacation choices reveal one's true self.	.36	.34	.24
Equipment/mechanical problems are rare while on vacation.	-.03	**.86**	.74
No one gets sick/injured while on vacation.	-.00	**.82**	.68
Expensive vacations are worth the money spent.	.30	.35	.21
Other people's opinions matter when planning a vacation.	.19	.26	.10
Eigenvalues	2.23	1.53	
% total variance	31.90	21.91	53.81
Cumulative %	31.90	53.81	

There were two factors created upon running the analysis, however, as can been seen, there were three statements with lower than 0.5 communality which were removed. Upon removing the three mixed, loaded, low communality statements from the analysis, the remaining four statements loaded strongly together and conceptually fit within two factors, with 85.76 percent of the variance explained with the remaining statements as is shown in Table 10.

Table 10
Multidimensional Structure of Revised General Risk Perceptions – Using Principal Component Analysis with a Varimax Rotation

Statement	Factor 1	Factor 2	Communality
Vacations are worth the time taken.	**.97**	.04	.94
Vacations are satisfying experiences.	**.97**	.04	.94
Equipment/mechanical problems are rare while on vacation.	.10	**.88**	.77
No one gets sick/injured while on vacation.	.06	**.88**	.77
Eigenvalues	1.93	1.50	
% total variance	48.32	37.45	85.76
Cumulative %	48.32	85.76	

The statements included in the first factor refer to whether vacations are satisfying and worthwhile and the statements included in the second factor refer to problems that can occur while on vacation, either during transit or while at the destination.

The second component analysis was run on the seven general family vacation risk statements derived from Shaw *et al.*'s (2008) work. The results, containing both high and low communalities, can be seen in Table 11.

Table 11
Multidimensional Structure of General Family Vacation Risks – Using Principal Component Analysis with a Varimax Rotation

Statement	Factor 1	Factor 2	Communality
Family vacations provide special opportunities for family to spend quality time together.	**.92**	.07	.84
Family vacations are vital in creating positive memories for children.	**.91**	.03	.83
Family vacations can be a way of escaping everyday obligations.	**.76**	.19	.62
Learning is an important part of family vacations.	.54	.34	.41
Family members sometimes get on each other's nerves on family vacations.	-.11	**.83**	.69
Family members want to do different activities on family vacations.	.23	**.79**	.66
Planning and going on family vacations can create extra work for some family members.	.31	**.68**	.56
Eigenvalues	3.16	1.48	
% total variance	44.79	21.12	65.91
Cumulative %	44.79	65.91	

There were two factors created upon running the analysis, however, there was one statement with lower than 0.5 communality and was removed. Upon removing the one mixed, loaded, low communality statement from the analysis, the remaining six statements loaded strongly together and conceptually fit within two factors, with 71.49 percent of the variance explained with the remaining statements as is shown in Table 12.

Table 12
Multidimensional Structure of Revised General Family Vacation Risks – Using Principal Component Analysis with a Varimax Rotation

Statement	Factor 1	Factor 2	Communality
Family vacations provide special opportunities for family to spend quality time together.	**.93**	.10	.87
Family vacations are vital in creating positive memories for children.	**.92**	.06	.85
Family vacations can be a way of escaping everyday obligations.	**.77**	.22	.64

Table 12 Continued
Multidimensional Structure of Revised General Family Vacation Risks – Using Principal Component Analysis with a Varimax Rotation

Statement	Factor 1	Factor 2	Communality
Family members sometimes get on each other's nerves on family vacations.	-.11	**.84**	.71
Family members want to do different activities on family vacations.	.22	**.78**	.66
Planning and going on family vacations can create extra work for some family members.	.28	**.69**	.56
Eigenvalues	2.81	1.48	
% total variance	46.79	46.79	71.49
Cumulative %	24.70	71.49	

The statements included in the first factor refer to creating special opportunities and memories for family members and is more goal-oriented relating to these qualities. The statements in the second factor refer to extra work being created as well as being conflict-related during family vacations.

The third component analysis was run on the seven general risk perception statements regarding respondents' last family vacation derived from Cheron and Ritchie's (1982) work. The results, containing both high and low communalities, can be seen in Table 13.

Table 13
Multidimensional Structure of Risk Perceptions on Last Family Vacation – Using Principal Component Analysis with a Varimax Rotation

Statement	Factor 1	Factor 2	Communality
Last family vacation was well worth our time.	**.90**	.21	.86
Last family vacation was worth the money spent.	**.89**	.23	.85
Everyone was satisfied with our last family vacation.	**.88**	.27	.85
Our last family vacation reflected our true selves.	**.75**	-.12	.58
No one was sick/injured on our last family vacation.	.22	**.68**	.52
When planning our last family vacation, I took other people's opinions into account.	.46	**-.61**	.59
We did not encounter any equipment/mechanical problems on our last family vacation.	.41	.52	.44
Eigenvalues	3.56	1.13	
% total variance	50.82	16.14	66.96
Cumulative %	50.82	66.96	

There were two factors created upon running the analysis, however, as can been seen, there was one statement with lower than 0.5 communality which was removed. Upon removing this mixed, loaded, low communality statement from the analysis, the remaining six statements loaded strongly together and

conceptually fit within two factors, with 73.12 percent of the variance explained with the remaining statements as is shown in Table 14.

Table 14
Multidimensional Structure of Revised Risk Perceptions on Last Family Vacation – Using Principal Component Analysis with a Varimax Rotation

Statement	Factor 1	Factor 2	Communality
Last family vacation was well worth our time.	**.93**	-.01	.86
Last family vacation was worth the money spent.	**.92**	-.06	.86
Everyone was satisfied with our last family vacation.	**.91**	-.12	.85
Our last family vacation reflected our true selves.	**.73**	.19	.57
When planning our last family vacation, I took other people's opinions into account.	.32	**.74**	.65
No one was sick/ injured on our last family vacation.	.36	**-.68**	.60
Eigenvalues	3.32	1.07	
% total variance	55.30	55.30	73.12
Cumulative %	17.82	73.12	

The statements included in the first factor refer to respondents' last family vacation being satisfying and worthwhile and the statements included in the second factor refer to more external responses including that no one was sick and other people's opinions were taken into consideration during their last family vacation.

The fourth component analysis was run on the seven general family vacation risk statements regarding respondents' last family vacation derived from Shaw *et al.*'s (2008) work. The results, containing both high and low communalities, can be seen in Table 15.

Table 15
Multidimensional Structure of Family Vacation Risks on Last Family Vacation – Using Principal Component Analysis with a Varimax Rotation

Statement	Factor 1	Factor 2	Communality
Spent quality time together on last family vacation.	**.92**	-.12	.87
Family members have enduring positive memories from last family vacation.	**.92**	-.07	.84
Family members learned important things on last family vacation.	.69	.08	.48
Last family vacation provided family members escape from everyday obligations.	.66	.15	.45
Some family members got on each other's nerves on last family vacation.	-.03	**.85**	.72
There were some activity preference conflicts on last family vacation.	-.13	**.77**	.62

Table 15 Continued
Multidimensional Structure of Family Vacation Risks on Last Family Vacation – Using Principal Component Analysis with a Varimax Rotation

Statement	Factor 1	Factor 2	Communality
Last family vacation created extra work for some family members.	.28	**.66**	.52
Eigenvalues	2.69	1.80	
% total variance	38.40	38.40	64.17
Cumulative %	25.77	64.17	

There were two factors created upon running the analysis, however, as can been seen, there were also two statements with lower than 0.5 communality which were removed. Upon removing the mixed, loaded, low communality statements from the analysis, the remaining five statements loaded strongly together and conceptually fit within two factors, with 74.90 percent of the variance explained with the remaining statements as is shown in Table 16.

Table 16
Multidimensional Structure of Revised Family Vacation Risks on Last Family Vacation – Using Principal Component Analysis with a Varimax Rotation

Statement	Factor 1	Factor 2	Communality
Spent quality time together on last family vacation.	**.95**	-.06	.91
Family members have enduring positive memories from last family vacation.	**.95**	.01	.91
Some family members got on each other's nerves on last family vacation.	-.06	**.85**	.73
There were some activity preference conflicts on last family vacation.	-.23	**.74**	.61
Last family vacation created extra work for some family members.	.30	**.71**	.59
Eigenvalues	1.99	1.76	
% total variance	39.76	39.76	74.90
Cumulative %	35.14	74.90	

The statements included in the first factor refer to creating special opportunities and memories for family members and is more goal-oriented relating to these qualities regarding respondents' last family vacation. The statements included in the second factor refer to extra work being created as well as being conflict-related during their last family vacation.

A fifth component analysis was run on the six 'safety' risk perception statements. The reason for analysing the safety risk perception statements separately from the above-analysed statements is because

the safety risk perceptions were only measured for respondents' general risk perceptions and was not included within the last family vacation risk perception statements and literature. Two factors were found as can be seen in Table 17 containing both high and low communalities.

Table 17
Multidimensional Structure of the Safety Risk Perceptions Using Principal Component Analysis with a Varimax Rotation

Statement	Factor 1	Factor 2	Communality
Safety is the most basic attribute a destination can offer to tourists.	**.83**	-.05	.69
I would change my destination if media reports suggested it is not safe.	**.80**	-.10	.64
Travel in developing countries is not safe.	.60	-.28	.44
Travel to natural areas (e.g., national parks) is dangerous.	.25	.15	.08
Travel in developed countries is safe.	.10	**.86**	.74
I feel very comfortable traveling anywhere.	-.30	**.74**	.64
Eigenvalues	2.07	1.16	
% total variance	34.49	19.36	53.85
Cumulative %	34.49	53.85	

There were two factors created upon running the analysis, however, two of the statements (*Travel to natural areas [e.g., national parks] is dangerous*; and *Travel in developing countries is not safe)* did not load strongly on either factor, had communalities less than 0.5 and were therefore dropped from the analysis. Upon removing these items from the analysis, the remaining four statements loaded strongly together and conceptually fit within two discernible factors with 73.03 percent of the variance explained with these statements (see Table 18).

Table 18
Multidimensional Structure of the Revised Safety Risk Perceptions Using Principal Component Analysis with a Varimax Rotation

Statement	Factor 1	Factor 2	Communality
I would change my destination if media reports suggested it is not safe.	**.86**	-.11	.75
Safety is the most basic attribute a destination can offer to tourists.	**.85**	-.04	.73
Travel in developed countries is safe.	.11	**.88**	.79
I feel very comfortable traveling anywhere.	-.35	**.74**	.66
Eigenvalues	1.78	1.15	
% total variance	44.41	28.62	73.03
Cumulative %	44.41	73.03	

The first factor contained statements that reflected the unsafe aspects of travel particularly regarding safety as a basic attribute and unsafe media reports. The second factor contained statements that reflected the safe aspects such as feeling comfortable anywhere and travel to developed countries as being safe. Most of the statements were derived from Kozak *et al.* (2007), Law (2007), and Lepp and Gibson (2003) while some of the items were created by the researcher based on findings from Kozak *et al.* (2007), and Lepp and Gibson (2003), but had not been measured for specific safety risk perceptions previous to this study.

4.5.1 Indices of Novelty/Familiarity and Locus of Control Measures

In order to more fully analyse respondents' preferences for novelty or familiarity regarding the statements included in the questionnaire (see Appendix I), an index was created to make better sense of the answers to the five questions. Respondents were asked to select whether they preferred to participate in different activities, cultures, social settings that were either familiar or different than their own while on family vacation. The index ranged from 0=complete familiarity sought to 4=complete novelty sought on family vacations (see Table 19).

Table 19
Index for Level of Familiarity or Novelty Sought while on Family Vacation

Category	Frequency	Percentage
Complete Familiarity Sought (0)	9	5.2
High Familiarity Sought (1)	19	10.9
Both Novelty & Familiarity Sought (2)	43	24.7
High Novelty Sought (3)	53	30.5
Complete Novelty Sought (4)	50	28.7

Note: The percentage reflects the valid percent (missing values were excluded).

More than three-quarters of the respondents were leaning towards novelty of varying levels while traveling with family. A majority sought either high or complete novelty in regards to their last family vacation, 30.5 percent and 28.7 percent respectively. A limited number of respondents (5.2%) indicated that they did not seek any type of novelty on their family vacation and sought out activities, environments and social settings familiar to their own. The mode of respondents' preference for novelty or familiarity was 3

(30.5%), while the mean was 2.67 indicating respondents overall indicated slightly more novel than familiarity preference for vacationing.

In order to more fully analyse respondents' locus of control regarding the six statements included in the questionnaire (see Appendix I), an index was created to make better sense of the answers. As a brief reminder, individuals with an internal locus of control orientation believe that their own actions determine their outcomes, while individuals with an external locus of control orientation believe that they are not in control of their actions and their outcomes are outside of their control. The index ranged from 0=complete internal orientation to 5=complete external orientation (see Table 20).

Table 20
Index for Locus of Control while on Family Vacation

Category	Frequency	Percentage
Complete Internal Orientation (0)	21	12.4
Mostly Internal Orientation (1)	25	14.7
Some Internal Orientation (2)	54	31.8
Some External Orientation (3)	47	27.6
Mostly External Orientation (4)	16	9.4
Complete External Orientation (5)	7	4.1

Note: The percentage reflects the valid percent (missing values were excluded).

A small group of respondents indicated they had a complete internal control orientation (12.4%), while an even smaller group of individuals indicated a complete external control orientation (4.1%). The mode of respondents' level of control orientation was 2 (31.8%) with respondents leaning towards a more internal orientation. The second largest group was 3 (27.6%) with respondents leaning towards a more external orientation. The mean was 2.20 indicating respondents were leaning towards a more internal locus of control.

4.5.2 Descriptive Statistics of Components

The following section discusses the descriptive statistics generated from the newly created components described above. In order to gain an initial sense of risk-related issues and family vacations, descriptive statistics were run on the above-created and described components for general risk perceptions, family vacation risks, last family vacation risk perceptions, and family vacation risks on the last family

vacation. The descriptive statistics generated from the general risk perceptions components can be seen in Table 21.

Table 21
Descriptive Characteristics of Revised General Risk Perceptions (N=174)

Component	Mean	Std. Dev.
Component 1 (*Satisfying & Worthwhile*)	6.20	1.11
Component 2 (*Problems*)	3.84	1.41

As shown, the first component score is above the centre point of the 7-point Likert scale, while the second component lies below the centre point of the 7-point Likert scale. Component 1 shows higher risk perceived by respondents assuming the attributes are present for vacations in general. The standard deviation reported is average based on a 7-point scale, but it does indicate that there is some disagreement among respondents based on the statements included in this component. The second component shows less risk perceived by respondents and seems to be the general consensus and could be interpreted as: these risk perceptions are viewed by respondents as less risky and/or less likely to occur. The standard deviation reported indicates slightly more variance among respondents based on the statements included in this component.

The component analysis for the general family vacation risks produced the following descriptive statistics (see Table 22).

Table 22
Descriptive Characteristics of Revised General Family Vacation Risks (N=174)

Component	Mean	Std. Dev.
Component 1 (*Goal-Oriented*)	6.28	1.12
Component 2 (*Conflict-Related*)	4.99	1.10

As shown, both of the scores are above the centre point of the 7-point Likert scale. The first component shows higher risk perceived by respondents assuming the attributes are not present on the family vacation. For example, if memories are not created during a family vacation, it can be seen as a negative attribute, therefore, making a vacation more risky. In addition to this notion, if families are not creating memories for their children, it can be seen as riskier in the sense that large amounts of money are spent on taking

vacations and if the memories are not created than there is higher risk involved. The second component shows some risk perceived by respondents and can be interpreted that these perceptions are considered to be less important, meaning that the possibility of having an argument with family members is not as critical as creating positive memories.

The component analysis for the last family vacation risk perceptions produced the following descriptive statistics (see Table 23).

Table 23
Descriptive Characteristics of Revised Last Family Vacation Risk Perceptions (N=174)

Component	Mean	Std. Dev.
Component 1 (*Satisfying & Worthwhile*)	6.06	1.22
Component 2 (*External Factors*)	5.36	1.27

As shown, both of the scores are above the centre point of the 7-point Likert scale. The first component shows higher risk perceived by respondents assuming the attributes were present on the last family vacation. The second component also shows higher risk perceived by respondents assuming the attributes were present on the last family vacation.

The component analysis for the last family vacation risks produced the following descriptive statistics (see Table 24).

Table 24
Descriptive Characteristics of Revised Last Family Vacation Perceptions (N=174)

Component	Mean	Std. Dev.
Component 1 (*Goal-Oriented*)	6.36	1.33
Component 2 (*Conflict-Related*)	4.18	1.43

As shown, only the first component score is above the centre point of the 7-point Likert scale. The first component shows higher risk perceived by respondents assuming the attributes are not present on the family vacation. The second component score is at the centre of the 7-point Likert scale. This component shows slight risk perceived by respondents; however the standard deviation reported indicates a greater amount of variance among respondents based on the statements included in this component.

The component analysis for the safety risk perceptions produced the following descriptive statistics (see Table 25).

Table 25
Descriptive Characteristics of Revised Safety Risk Perceptions (N=172)

Component	Mean	Std. Dev.
Component 1 (*Not Safe-Concerns*)	5.55	1.27
Component 2 (*Safe-Comfort*)	3.88	1.19

As shown, only one of the scores is above the centre point of the 7-point Likert scale. The first component shows higher risk perceived by respondents assuming the attributes were not present on their last family vacation. For example, if safety was not guaranteed to visitors at a destination or if media reports suggested that the destination is not safe then higher risk would be perceived by respondents. The second component shows less risk perceived by respondents and seems to be the general consensus. Essentially this component is based on statements that surround safer concepts including travel in developed countries perceived as safe as well as the feeling of being comfortable traveling anywhere.

4.5.3 Data Analyses Using the Newly Created Components

The following section contains a series of t-tests and analysis of variance tests that were run on the data collected to determine if respondents varied based on particular aspects (e.g., gender, education level, first time travelers, crossing of an international border, etc.) and their varying risk perceptions, from the created components described above. In determining the significance level for the cut-off range, it is not completely objective or arbitrary and the value was considered to be approaching a level of significance if $p \leq 2.0$. A conventional 0.05 alpha was not used as it may have been too conservative in eliminating significant components at this early stage of analysis.

A t-test was utilized to test whether or not gender had an effect on parents' perceptions of risk while traveling and during family vacations (see Table 26).

Table 26
t-tests of Gender by Risk Perceptions

Component	t	p
Revised General Risk Perceptions – Component 1 (*Satisfying & Worthwhile*)	.27	.79

Table 26 Continued
t-tests of Gender by Risk Perceptions

Component	t	p
Revised General Risk Perceptions – Component 2 (*Problems*)	-.87	.39
Revised General Family Vacation Risks – Component 1 (*Goal-Oriented*)	.67	.51
Revised General Family Vacation Risks – Component 2 (*Conflict-Related*)	-.58	.56
Revised Risk Perceptions on Last Family Vacation – Component 1 (*Satisfying & Worthwhile*)	.66	.51
Revised Risk Perceptions on Last Family Vacation – Component 2 (*External Factors*)	-.69	.49
Revised Last Family Vacation Risks – Component 1 (*Goal-Oriented*)	.83	.41
Revised Last Family Vacation Risks – Component 2 (*Conflict-Related*)	.25	.80

Based on the above findings, there was no significant relationship between the risk perception components and gender while on family vacations. Since there was no significance, gender was not included in the subsequent regression.

As three levels of independent variables were reported, analysis of variance was utilized to determine whether the stage of the family life cycle in which respondents were placed, affected respondents' level of risk perceptions associated with family vacations (see Table 27).

Table 27
Analysis of Variance of Family Life Cycle by Risk Perceptions

Component	F	p
Revised General Risk Perceptions – Component 1 (*Satisfying & Worthwhile*)	.81	.45
Revised General Risk Perceptions – Component 2 (*Problems*)	.84	.43
Revised General Family Vacation Risks – Component 1 (*Goal-Oriented*)	.20	.82
Revised General Family Vacation Risks – Component 2 (*Conflict-Related*)	.16	.85
Revised Risk Perceptions on Last Family Vacation – Component 1 (*Satisfying & Worthwhile*)	2.81	**.06***
Revised Risk Perceptions on Last Family Vacation – Component 2 (*External Factors*)	1.24	.29
Revised Last Family Vacation Risks – Component 1 (*Goal-Oriented*)	2.35	**.10***
Revised Last Family Vacation Risks – Component 2 (*Conflict-Related*)	.24	.78

* Significant at the 0.20 level (2-tailed)
** Significant at the 0.05 level (2-tailed)
*** Significant at the 0.01 level (2-tailed)

Based on the findings, there were two components that were approaching a level of significance in regards to the stage of the family life cycle – Component 1 (*Satisfying & Worthwhile*) for the Revised Risk Perceptions on the Last Family Vacation (F=2.81, p=0.06) and Component 1 (*Goal-Oriented*) for the

Revised Last Family Vacation Risks (F=2.35, p=0.10). The remaining components were not found to be significant; however, since some significance was found to exist, the stage of the family life cycle will be included in the subsequent regression.

Analysis of variance was utilized to determine whether respondents' level of education had an effect on their level of risk perceptions associated with family vacations (see Table 28).

Table 28
Analysis of Variance of Level of Education by Risk Perceptions

Component	F	p
Revised General Risk Perceptions – Component 1 (*Satisfying & Worthwhile*)	1.64	**.15***
Revised General Risk Perceptions – Component 2 (*Problems*)	1.02	.41
Revised General Family Vacation Risks – Component 1 (*Goal-Oriented*)	1.47	**.20***
Revised General Family Vacation Risks – Component 2 (*Conflict-Related*)	.72	.61
Revised Risk Perceptions on Last Family Vacation – Component 1 (*Satisfying & Worthwhile*)	1.30	.27
Revised Risk Perceptions on Last Family Vacation – Component 2 (*External Factors*)	2.01	**.08***
Revised Last Family Vacation Risks – Component 1 (*Goal-Oriented*)	.71	.62
Revised Last Family Vacation Risks – Component 2 (*Conflict-Related*)	1.22	.30

* Significant at the 0.20 level (2-tailed)
** Significant at the 0.05 level (2-tailed)
*** Significant at the 0.01 level (2-tailed)

Based on the findings, there were three components that were approaching a level of significance in regards to respondents' level of education – Component 2 (*External Factors*) for the Revised Risk Perceptions on the Last Family Vacation (F=2.01, p=0.08), Component 1 (*Satisfying & Worthwhile*) for the Revised General Risk Perceptions (F=1.64, p=0.15) and Component 1 (*Goal-Oriented*) for the Revised General Family Vacation Risks (F=1.47, p=0.20). The remaining components were not found to be significant; however, since some significance was found to exist, the stage of the family life cycle will be included in the subsequent regression.

A t-test was utilized to test whether respondents being first-time or repeat visitors to a destination had an effect on parents' perceptions of risk while traveling and during family vacations (see Table 29).

Table 29
t-test of First Time versus Repeat Visitors by Risk Perceptions

Component	t	p
Revised General Risk Perceptions – Component 1 (*Satisfying & Worthwhile*)	.29	.77
Revised General Risk Perceptions – Component 2 (*Problems*)	.86	.39
Revised General Family Vacation Risks – Component 1 (*Goal-Oriented*)	-.00	1.00
Revised General Family Vacation Risks – Component 2 (*Conflict-Related*)	.79	.43
Revised Risk Perceptions on Last Family Vacation – Component 1 (*Satisfying & Worthwhile*)	.22	.83
Revised Risk Perceptions on Last Family Vacation – Component 2 (*External Factors*)	.62	.54
Revised Last Family Vacation Risks – Component 1 (*Goal-Oriented*)	-.43	.67
Revised Last Family Vacation Risks – Component 2 (*Conflict-Related*)	.67	.50

Based on the above findings, there was no significant relationship between the risk perception components and being first-time or repeat visitors while on family vacations. Since there was no significance, first-time or repeat visitors was not included in the subsequent regression.

A t-test was utilized to test whether or not crossing an international border had an effect on parents' perceptions of risk while traveling and during family vacations (see Table 30).

Table 30
t-test of Crossing an International Border by Risk Perceptions

Component	t	p
Revised General Risk Perceptions – Component 1 (*Satisfying & Worthwhile*)	.51	.61
Revised General Risk Perceptions – Component 2 (*Problems*)	.31	.76
Revised General Family Vacation Risks – Component 1 (*Goal-Oriented*)	-1.65	**.10***
Revised General Family Vacation Risks – Component 2 (*Conflict-Related*)	-.95	.34
Revised Risk Perceptions on Last Family Vacation – Component 1 (*Satisfying & Worthwhile*)	-.45	.66
Revised Risk Perceptions on Last Family Vacation – Component 2 (*External Factors*)	-1.02	.31
Revised Last Family Vacation Risks – Component 1 (*Goal-Oriented*)	-.94	.35
Revised Last Family Vacation Risks – Component 2 (*Conflict-Related*)	-1.05	.30

* Significant at the 0.20 level (2-tailed)
** Significant at the 0.05 level (2-tailed)
*** Significant at the 0.01 level (2-tailed)

Based on the findings, there was one component that was approaching a level of significance in regards to crossing an international border – Component 1 (*Goal-Oriented*) for the Revised General Family Vacation

Risks (t=-1.65, p=0.10). The remaining components were not found to be significant; however, since some significance was found to exist, crossing an international border will be included in the subsequent regression.

Analysis of variance was utilized to determine whether the total distance traveled had an effect on respondents' level of risk perceptions associated with family vacations (see Table 31).

Table 31
Analysis of Variance of Total Distance Traveled by Risk Perceptions

Component	F	p
Revised General Risk Perceptions – Component 1 (*Satisfying & Worthwhile*)	.69	.94
Revised General Risk Perceptions – Component 2 (*Problems*)	1.15	.27
Revised General Family Vacation Risks – Component 1 (*Goal-Oriented*)	.64	.97
Revised General Family Vacation Risks – Component 2 (*Conflict-Related*)	.86	.73
Revised Risk Perceptions on Last Family Vacation – Component 1 (*Satisfying & Worthwhile*)	.80	.82
Revised Risk Perceptions on Last Family Vacation – Component 2 (*External Factors*)	.99	.51
Revised Last Family Vacation Risks – Component 1 (*Goal-Oriented*)	.61	.98
Revised Last Family Vacation Risks – Component 2 (*Conflict-Related*)	1.30	**.13***

* Significant at the 0.20 level (2-tailed)
** Significant at the 0.05 level (2-tailed)
*** Significant at the 0.01 level (2-tailed)

Based on the findings, there was one component that was approaching a level of significance in regards to the total distance traveled – Component 2 (*Conflict-Related*) for the Revised Last Family Vacation Risks (F=1.30, p=0.13). The remaining components were not found to be significant; however, since some significance was found to exist, the total distance traveled will be included in the subsequent regression.

4.5.4 Regression Analyses

Utilizing the information gained through the previous analyses, hierarchical regression models were developed to determine if one variable could be predicted by the existence of other variables. For the purposes of this study, the focus was on determining if risk perceptions, based on the eight newly created components, could be predicted by 1) demographic characteristics – stage of the family life cycle and education level; 2) psychosocial characteristics – novelty/familiarity index, locus of control index, and

allocation percentage involving the respondent, their spouse/significant other, and children in the decision making process; and 3) last trip behaviours – crossing of an international border, total distance traveled, and information gathered from friends/family, internet sites, travel agents, and tourism offices. The analyses do not imply that risk perceptions are caused by the other variables, but rather help to determine if the variance in the characteristics and behaviour variables can explain the variance in levels of risk perceptions, in general and regarding respondents last family vacation.

4.5.4.1 General Risk Perceptions (Component 1)

Table 32
Contribution of Demographics, Psychosocial Dimensions, and Last Trip Characteristics on General Risk Perceptions (Component 1)

Dimension Category	R^2 change	Total R^2	F change	β	p
1. *Demographic Characteristics*	.02	.02	1.61		.20
Family Life Cycle				-.01	.88
Level of Education				**-.15**	**.08**
2. *Psychosocial Dimensions*	.06	.04	1.22		.29
Novelty/Familiarity Index				**-.12**	**.15**
Locus of Control Index				-.05	.58
Allocation of Decision Making for Self				-.74	.35
Allocation of Decision Making for Spouse/Significant Other				-.84	.27
Allocation of Decision Making for Children				-.43	.36
3. *Last Trip Characteristics*	.07	.01	.81		.65
Crossing of International Border				.01	.92
Total Distance Traveled				.02	.86
Friends/Family to Gather Information				-.02	.81
Internet Sites to Gather Information				.03	.71
Travel Agent to Gather Information				-.07	.46
Tourist Office to Gather Information				**-.12**	**.19**

The regression model presented in Table 32 contained the following variables entered in their respective order – demographic characteristics, psychosocial dimensions, and last trip characteristics. Overall, the demographic characteristics, psychosocial dimensions, and last trip characteristics of the model were not significant in predicting variations in general risk perceptions (Component 1). When all the variables in the model were entered, the model successfully explained seven percent of the variation (R^2=0.07) in the general risk perceptions (Component 1) (F=0.81, p=0.65); therefore the inclusion of last trip characteristics slightly increased the amount of explained general risk perceptions (Component 1).

The first level, demographic characteristics were entered into the hierarchical regression model to determine if any variations in general risk perceptions (Component 1) may be explained. Respondents' family life cycle stage and highest level of education attained were combined into the first level of the regression. Together, these two variables explained little variation (R^2=0.02) in overall general risk perceptions (Component 1). Respondents' level of education approached a level of significance (p=0.08) while the stage of the family life cycle was found to be non-significant. Respondents who indicated having a lower level of education, reported greater perceived risks regarding general risk perceptions (Component 1).

The second level, psychosocial dimensions were entered into the hierarchical regression model to determine if any variations in general risk perceptions (Component 1) were explained. The novelty/familiarity index, locus of control index and allocation of the decision making process among family members were added in addition to the above-stated demographic characteristics. Together, the seven variables explained little variation (R^2=0.06) in overall general risk perceptions (Component 1). The novelty/familiarity index approached a level of significance (p=0.15). In this model, decreases in the novelty/familiarity index could explain increases in overall general risk perceptions (Component 1).

The third level, last trip characteristics were entered into the hierarchical regression model to determine if any variations in general risk perceptions (Component 1) were explained. The total distance traveled, crossing of international borders, and the utilization of friends/family, internet sites, travel agents, and tourist offices to gather information on the destination were added in addition to the above-stated demographic characteristics and psychosocial dimensions. Together all of the variables explained little variation (R^2=0.07) in general risk perceptions (Component 1). Although a majority of the variables independently were not significant, use of tourist offices (t=-1.31, p=0.19) was found to be approaching a level of significance. In this model, decreases in utilizing tourist offices to gather information could explain increases in overall general risk perceptions (Component 1).

4.5.4.2 General Risk Perceptions (Component 2)

Table 33
Contribution of Demographics, Psychosocial Dimensions, and Last Trip Characteristics on General Risk Perceptions (Component 2)

Dimension Category	R^2 change	Total R^2	F change	β	p
1. *Demographic Characteristics*	.01	.01	.90		.41
Family Life Cycle				-.04	.64
Level of Education				-.11	.20
2. *Psychosocial Dimensions*	.05	.04	1.08		.38
Novelty/Familiarity Index				.07	.40
Locus of Control Index				-.10	.25
Allocation of Decision Making for Self				-.80	.31
Allocation of Decision Making for Spouse/Significant Other				-.90	.24
Allocation of Decision Making for Children				-.48	.32
3. *Last Trip Characteristics*	.09	.04	.99		.47
Crossing of International Border				.07	.44
Total Distance Traveled				-.03	.75
Friends/Family to Gather Information				-.10	.28
Internet Sites to Gather Information				-.05	.56
Travel Agent to Gather Information				**-.13**	**.14**
Tourist Office to Gather Information				-.08	.37

The regression model presented in Table 33 contained the following variables entered in the aforementioned respective order – demographic characteristics, psychosocial dimensions, and last trip characteristics. Overall, the demographic characteristics, psychosocial dimensions, and last trip characteristics of the model were not significant in predicting variations in general risk perceptions (Component 2). When all the variables in the model were entered, the model successfully explained nine percent of the variance (R^2=0.09) of the general risk perceptions (Component 2) (F=0.99, p=0.47); therefore the inclusion of last trip characteristics slightly increased the amount of explained general risk perceptions (Component 2).

The first level, demographic characteristics were entered into the hierarchical regression model to determine if any variations in general risk perceptions (Component 2) may be explained. Respondents' family life cycle stage and highest level of education attained were combined into the first level of the regression. Together, these two variables explained little variation (R^2=0.01) in overall general risk perceptions (Component 2). Individually, these variables also were non-significant.

The second level, psychosocial dimensions were entered into the hierarchical regression model to determine if any variations in general risk perceptions (Component 2) were explained. The novelty/familiarity index, locus of control index and allocation of the decision making process among family members were added in addition to the above-stated demographic characteristics. Together, the seven variables explained little variation (R^2=0.05) in overall general risk perceptions (Component 2). Individually, these variables also were non-significant.

The third level, last trip characteristics were entered into the hierarchical regression model to determine if any variations in general risk perceptions (Component 2) were explained. The total distance traveled, crossing of international borders, and the utilization of friends/family, internet sites, travel agents, and tourist offices to gather information on the destination were added in addition to the above-stated demographic characteristics and psychosocial dimensions. Together all of the variables explained little variation (R^2=0.09) in general risk perceptions (Component 2). Although a majority of the variables independently were not significant, use of travel agents (t=-1.50, p=0.14) was found to be approaching a level of significance. In this model, decreases in utilizing travel agents to gather information could explain increases in overall general risk perceptions (Component 2).

4.5.4.3 General Family Vacation Risk Perceptions (Component 1)

Table 34
Contribution of Demographics, Psychosocial Dimensions, and Last Trip Characteristics on General Family Vacation Risk Perceptions (Component 1)

Dimension Category	R^2 change	Total R^2	F change	β	p
1. *Demographic Characteristics*	.03	.03	2.28		1.06
Family Life Cycle ……				-.01	.95
Level of Education ……				**-.17**	**.04**
2. *Psychosocial Dimensions*	.10	.07	2.21		.04
Novelty/Familiarity Index .....……				**-.14**	**.07**
Locus of Control Index ……				-.02	.80
Allocation of Decision Making for Self ……				**-1.55**	**.05**
Allocation of Decision Making for Spouse/Significant Other ……				**-1.65**	**.03**
Allocation of Decision Making for Children ……				**-.99**	**.04**
3. *Last Trip Characteristics*	.16	.08	1.94		.03
Crossing of International Border ……				**-.14**	**.11**
Total Distance Traveled ……				**.13**	**.12**

Table 34 Continued
Contribution of Demographics, Psychosocial Dimensions, and Last Trip Characteristics on General Family Vacation Risk Perceptions (Component 1)

Dimension Category	R^2 change	Total R^2	F change	β	p
3. *Last Trip Characteristics – continued*	.16	.08	1.94		.03
Friends/Family to Gather Information ……				-.07	.42
Internet Sites to Gather Information ……				.09	.30
Travel Agent to Gather Information ……				**-.12**	**.16**
Tourist Office to Gather Information ……				**-.15**	**.09**

The regression model presented in Table 34 contained the following variables entered in the aforementioned respective order – demographic characteristics, psychosocial dimensions, and last trip characteristics. Overall, the demographic characteristics, psychosocial dimensions, and last trip characteristics of the model were found to be significant in predicting variations in general family vacation risk perceptions (Component 1). When all the variables in the model were entered, the model successfully explained 16 percent of variance (R^2=0.16) of the general family vacation risk perceptions (Component 1) (F=1.94, p=0.03); therefore the inclusion of last trip characteristics increased the amount of explained general family vacation risk perceptions (Component 1).

The first level, demographic characteristics were entered into the hierarchical regression model to determine if any variations in general family vacation risk perceptions (Component 1) may be explained. Respondents' family life cycle stage and highest level of education attained were combined into the first level of the regression. Together, these two variables explained little variation (R^2=0.03) in overall general family vacation risk perceptions (Component 1). Respondents' level of education was significant (p=0.04) while the stage of the family life cycle was found to be non-significant, with decreases in respondents' level of education that could explain increases in overall family vacation risk perceptions (Component 1).

The second level, psychosocial dimensions were entered into the hierarchical regression model to determine if any variations in general family vacation risk perceptions (Component 1) were explained. The novelty/familiarity index, locus of control index and allocation of the decision making process among family members were added in addition to the above-stated demographic characteristics. Together, the

seven variables explained ten percent of the variation (R^2=0.10) in overall general family vacation risk perceptions (Component 1). The allocation of decision making for family members including the respondent (p=0.05), their spouse/significant other (p=0.03), and their child(ren) (p=0.04) were all found to be significant. Additionally, the novelty/familiarity index approached a level of significance (p=0.07). In this model, decreases in the novelty/familiarity index could explain increases in overall general family vacation risk perceptions (Component 1).

The third level, last trip characteristics were entered into the hierarchical regression model to determine if any variations in general family vacation risk perceptions (Component 1) were explained. The total distance traveled, crossing of international borders, and the utilization of friends/family, internet sites, travel agents, and tourist offices to gather information on the destination were added in addition to the above-stated demographic characteristics and psychosocial dimensions. Together all of the variables explained 16 percent of the variation (R^2=0.16) in general family vacation risk perceptions (Component 1). A majority of the variables were found to be approaching a level of significance – crossing an international border (t=-1.63, p=.11), total distance traveled (t=1.59, p=0.12), the use of travel agents to gather information (t=-1.42, p=.16), and the use of tourist offices to gather information (t=-1.73, p=.09) and the remaining variables were found to be non-significant. Even in the presence of all the other variables, decreases in crossing an international border, using a travel agent or tourist office to gather information, and increases in the distance traveled scores could independently explain increases in general family vacation risk perceptions (Component 1). The allocation of decision making for spouse/significant other was the strongest predictor (p=0.03) of overall general family vacation risk perceptions (Component 1) (β=-1.65), followed the allocation of decision making for self (β=-1.55).

4.5.4.4 General Family Vacation Risk Perceptions (Component 2)

Table 35
Contribution of Demographics, Psychosocial Dimensions, and Last Trip Characteristics on General Family Vacation Risk Perceptions (Component 2)

Dimension Category	R^2 change	Total R^2	F change	β	p
1. *Demographic Characteristics*	<.01	<.01	.08		.92
Family Life Cycle				-.03	.68
Level of Education				-.01	.95
2. *Psychosocial Dimensions*	.06	.06	1.23		.29
Novelty/Familiarity Index				-.05	.54
Locus of Control Index				**.21**	**.01**
Allocation of Decision Making for Self				.84	.28
Allocation of Decision Making for Spouse/Significant Other				.87	.25
Allocation of Decision Making for Children				.52	.27
3. *Last Trip Characteristics*	.10	.04	1.23		.27
Crossing of International Border				-.00	.96
Total Distance Traveled				-.08	.34
Friends/Family to Gather Information				**.20**	**.02**
Internet Sites to Gather Information				-.03	.73
Travel Agent to Gather Information				.05	.57
Tourist Office to Gather Information				.08	.39

The regression model presented in Table 35 contained the following variables entered in the aforementioned respective order – demographic characteristics, psychosocial dimensions, and last trip characteristics. Overall, the demographic characteristics, psychosocial dimensions, and last trip characteristics of the model were not significant in predicting variations in general family vacation risk perceptions (Component 2). When all the variables in the model were entered, the model successfully explained ten percent of the variance (R^2=0.10) of the general family vacation risk perceptions (Component 2) (F=1.23, p=0.27); therefore the inclusion of last trip characteristics slightly increased the amount of explained general family vacation risk perceptions (Component 2).

The first level, demographic characteristics were entered into the hierarchical regression model to determine if any variations in general family vacation risk perceptions (Component 2) may be explained. Respondents' family life cycle stage and highest level of education attained were combined into the first level of the regression. Together, these two variables explained little variation (R^2<0.01) in general family vacation risk perceptions (Component 2). Individually, these variables also were non-significant.

The second level, psychosocial dimensions were entered into the hierarchical regression model to determine if any variations in general family vacation risk perceptions (Component 2) were explained. The novelty/familiarity index, locus of control index and allocation of the decision making process among family members were added in addition to the above-stated demographic characteristics. Together, the seven variables explained little variation (R^2=0.06) in overall general family vacation risk perceptions (Component 2). The locus of control index was found to be significant (p=0.01). The remaining variables were found to be non-significant.

The third level, last trip characteristics were entered into the hierarchical regression model to determine if any variations in general family vacation risk perceptions (Component 2) were explained. The total distance traveled, crossing of international borders, and the utilization of friends/family, internet sites, travel agents, and tourist offices to gather information on the destination were added in addition to the above-stated demographic characteristics and psychosocial dimensions. Together all of the variables explained little variation (R^2=0.10) in general family vacation risk perceptions (Component 2). Although a majority of the variables independently were not significant, use of family/friends to gather information (t=2.32, p=0.02) was found to be significant. In this model, increases in the use of family/friends to gather information could explain increases in overall general family vacation risk perceptions (Component 2).

4.5.4.5 Last Family Vacation Risk Perceptions (Component 1)

Table 36
Contribution of Demographics, Psychosocial Dimensions, and Last Trip Characteristics on Last Family Vacation Risk Perceptions (Component 1)

Dimension Category	R^2 change	Total R^2	F change	β	P
1. *Demographic Characteristics*	.01	.01	.43		.65
Family Life Cycle ……				.45	.65
Level of Education ……				-.77	.44
Novelty/Familiarity Index .....…….				-.08	.33
2. *Psychosocial Dimensions*	.05	.04	1.01		.42
Locus of Control Index ……...				-.07	.42
Allocation of Decision Making for Self …….				-.36	.66
Allocation of Decision Making for Spouse/Significant Other ……				-.53	.49
Allocation of Decision Making for Children …….				-.29	.54

Table 36 Continued
Contribution of Demographics, Psychosocial Dimensions, and Last Trip Characteristics on Last Family Vacation Risk Perceptions (Component 1)

Dimension Category	R^2 change	Total R^2	F change	β	P
3. *Last Trip Characteristics*	.10	.05	1.16		.32
Crossing of International Border				-.02	.84
Total Distance Traveled				.06	.46
Friends/Family to Gather Information				-.11	.21
Internet Sites to Gather Information				.07	.44
Travel Agent to Gather Information				**-.20**	**.02**
Tourist Office to Gather Information				-.07	.42

The regression model presented in Table 36 contained the following variables entered in the aforementioned respective order – demographic characteristics, psychosocial dimensions, and last trip characteristics. Overall, the demographic characteristics, psychosocial dimensions, and last trip characteristics of the model were not significant in predicting variations in last family vacation risk perceptions (Component 1). When all the variables in the model were entered, the model successfully explained ten percent of the variance (R^2=0.10) of the last family vacation risk perceptions (Component 1) (F=1.16, p=0.32); therefore the inclusion of last trip characteristics slightly increased the amount of explained last family vacation risk perceptions (Component 1).

The first level, demographic characteristics were entered into the hierarchical regression model to determine if any variations in last family vacation risk perceptions (Component 1) may be explained. Respondents' family life cycle stage and highest level of education attained were combined into the first level of the regression. Together, these two variables explained little variation (R^2=0.01) in last family vacation risk perceptions (Component 1). Individually, these variables also were non-significant.

The second level, psychosocial dimensions were entered into the hierarchical regression model to determine if any variations in last family vacation risk perceptions (Component 1) were explained. The novelty/familiarity index, locus of control index and allocation of the decision making process among family members were added in addition to the above-stated demographic characteristics. Together, the

seven variables explained little variation (R^2=0.05) in overall last family vacation risk perceptions (Component 1). Individually, these variables also were non-significant.

The third level, last trip characteristics were entered into the hierarchical regression model to determine if any variations in last family vacation risk perceptions (Component 1) were explained. The total distance traveled, crossing of international borders, and the utilization of friends/family, internet sites, travel agents, and tourist offices to gather information on the destination were added in addition to the above-stated demographic characteristics and psychosocial dimensions. Together all of the variables explained little variation (R^2=0.10) in last family vacation risk perceptions (Component 1). Although a majority of the variables independently were not significant, use of travel agents to gather information (t=-2.30, p=0.02) was found to be significant since decreases in the use of travel agents to gather information could explain increases in overall last family vacation risk perceptions (Component 1).

4.5.4.6 Last Family Vacation Risk Perceptions (Component 2)

Table 37
Contribution of Demographics, Psychosocial Dimensions, and Last Trip Characteristics on Last Family Vacation Risk Perceptions (Component 2)

Dimension Category	R^2 change	Total R^2	F change	β	p
1. *Demographic Characteristics*	.03	.03	1.98		.14
Family Life Cycle				**.12**	**.16**
Level of Education				**.13**	**.13**
2. *Psychosocial Dimensions*	.06	.03	1.18		.32
Novelty/Familiarity Index				.08	.36
Locus of Control Index				.00	1.00
Allocation of Decision Making for Self				**1.26**	**.11**
Allocation of Decision Making for Spouse/Significant Other				**1.30**	**.09**
Allocation of Decision Making for Children				**.79**	**.10**
3. *Last Trip Characteristics*	.11	.05	1.23		.24
Crossing of International Border				-.10	.26
Total Distance Traveled				.04	.64
Friends/Family to Gather Information				**.12**	**.17**
Internet Sites to Gather Information				-.05	.58
Travel Agent to Gather Information				-.03	.78
Tourist Office to Gather Information				**.12**	**.20**

The regression model presented in Table 37 contained the following variables entered in the aforementioned respective order – demographic characteristics, psychosocial dimensions, and last trip

characteristics. Overall, the demographic characteristics, psychosocial dimensions, and last trip characteristics of the model were not significant in predicting variations in last family vacation risk perceptions (Component 2). When all the variables in the model were entered, the model successfully explained 11 percent of the variance (R^2=0.11) of the last family vacation risk perceptions (Component 2) (F=1.23, p=0.24); therefore the inclusion of last trip characteristics increased the amount of explained last family vacation risk perceptions (Component 2).

The first level, demographic characteristics were entered into the hierarchical regression model to determine if any variations in last family vacation risk perceptions (Component 2) may be explained. Respondents' family life cycle stage and highest level of education attained were combined into the first level of the regression. Together, these two variables explained little variation (R^2=0.03) in overall last family vacation risk perceptions (Component 2). However, both the stage of the family life cycle (p=0.16) and level of education (p=0.13) variables were found to be approaching a level of significance. In this model, increases in respondents' stage of the family life cycle and level of education could explain increases in overall last family vacation risk perceptions (Component 2).

The second level, psychosocial dimensions were entered into the hierarchical regression model to determine if any variations in last family vacation risk perceptions (Component 2) were explained. The novelty/familiarity index, locus of control index and allocation of the decision making process among family members were added in addition to the above-stated demographic characteristics. Together, the seven variables explained little variation (R^2=0.06) in overall last family vacation risk perceptions (Component 2). The allocation of decision making for family members including the respondent (p=0.11), their spouse/significant other (p=0.09), and their child(ren) (p=0.10) were all found to be approaching a level of significance. The remaining variables were found to be non-significant. With the greater percentage allocated to each family member could explain increases in overall last family vacation risk perceptions (Component 2).

The third level, last trip characteristics were entered into the hierarchical regression model to determine if any variations in last family vacation risk perceptions (Component 2) were explained. The total distance traveled, crossing of international borders, and the utilization of friends/family, internet sites, travel agents, and tourist offices to gather information on the destination were added in addition to the above-stated demographic characteristics and psychosocial dimensions. Together all of the variables explained little variation (R^2=0.11) in last family vacation risk perceptions (Component 2). Although a majority of the variables independently were not significant, use of family/friends (t=1.39, p=0.17) and tourist offices (t=1.30, p=0.20) to gather information were found to be approaching a level of significance. In this model, increases in the use of family/friends and tourist offices to gather information could explain increases in last family vacation risk perceptions (Component 2).

4.5.4.7 Last Family Vacation Perceptions (Component 1)

Table 38
Contribution of Demographics, Psychosocial Dimensions, and Last Trip Characteristics on Last Family Vacation Perceptions (Component 1)

Dimension Category	R^2 change	Total R^2	F change	β	p
1. *Demographic Characteristics*	.01	.01	.37		.69
Family Life Cycle				.01	.88
Level of Education				-.07	.41
2. *Psychosocial Dimensions*	.03	.02	.58		.77
Novelty/Familiarity Index				-.08	.36
Locus of Control Index				.00	.99
Allocation of Decision Making for Self				.05	.95
Allocation of Decision Making for Spouse/Significant Other				-.08	.91
Allocation of Decision Making for Children				.05	.93
3. *Last Trip Characteristics*	.08	.05	.84		.62
Crossing of International Border				-.20	.27
Total Distance Traveled				.06	.47
Friends/Family to Gather Information				**-.13**	**.14**
Internet Sites to Gather Information				**.14**	**.13**
Travel Agent to Gather Information				-.11	.24
Tourist Office to Gather Information				-.09	.32

The regression model presented in Table 38 contained the following variables entered in the aforementioned respective order – demographic characteristics, psychosocial dimensions, and last trip characteristics. Overall, the demographic characteristics, psychosocial dimensions, and last trip

characteristics of the model were not significant in predicting variations in last family vacation perceptions (Component 1). When all the variables in the model were entered, the model successfully explained eight percent of the variance (R^2=0.08) of the last family vacation perceptions (Component 1) (F=0.84, p=0.62); therefore the inclusion of last trip characteristics slightly increased the amount of last family vacation perceptions (Component 1).

The first level, demographic characteristics were entered into the hierarchical regression model to determine if any variations in last family vacation risk perceptions (Component 1) may be explained. Respondents' family life cycle stage and highest level of education attained were combined into the first level of the regression. Together, these two variables explained little variation (R^2=0.01) in last family vacation risk perceptions (Component 1). Individually, these variables also were non-significant.

The second level, psychosocial dimensions were entered into the hierarchical regression model to determine if any variations in last family vacation perceptions (Component 1) were explained. The novelty/familiarity index, locus of control index and allocation of the decision making process among family members were added in addition to the above-stated demographic characteristics. Together, the seven variables explained little variation (R^2=0.03) in overall last family vacation perceptions (Component 1). Individually, these variables also were non-significant.

The third level, last trip characteristics were entered into the hierarchical regression model to determine if any variations in last family vacation perceptions (Component 1) were explained. The total distance traveled, crossing of international borders, and the utilization of friends/family, internet sites, travel agents, and tourist offices to gather information on the destination were added in addition to the above-stated demographic characteristics and psychosocial dimensions. Together all of the variables explained little variation (R^2=0.08) in last family vacation perceptions (Component 1). Although a majority of the variables independently were not significant, use of family/friends (t=-1.49, p=0.14) and internet sites (t=1.52, p=0.13) to gather information were found to be approaching a level of significance.

In this model, decreases in the use of family/friends and increases in the use of internet sites to gather information could explain increases in overall last family vacation perceptions (Component 1).

4.5.4.8 Last Family Vacation Perceptions (Component 2)

Table 39
Contribution of Demographics, Psychosocial Dimensions, and Last Trip Characteristics on Last Family Vacation Perceptions (Component 2)

Dimension Category	R^2 change	Total R^2	F change	β	p
1. *Demographic Characteristics*	<.01	<.01	.12		.89
Family Life Cycle				-.01	.87
Level of Education				.04	.66
2. *Psychosocial Dimensions*	.05	.05	1.08		.38
Novelty/Familiarity Index				-.01	.89
Locus of Control Index				**.22**	**.01**
Allocation of Decision Making for Self				.29	.72
Allocation of Decision Making for Spouse/Significant Other				.28	.72
Allocation of Decision Making for Children				.20	.67
3. *Last Trip Characteristics*	.11	.06	1.25		.25
Crossing of International Border				-.07	.42
Total Distance Traveled				**-.12**	**.18**
Friends/Family to Gather Information				**.15**	**.09**
Internet Sites to Gather Information				-.06	.46
Travel Agent to Gather Information				**.13**	**.15**
Tourist Office to Gather Information				.04	.63

The regression model presented in Table 39 contained the following variables entered in the aforementioned respective order – demographic characteristics, psychosocial dimensions, and last trip characteristics. Overall, the demographic characteristics, psychosocial dimensions, and last trip characteristics of the model were not significant in predicting variations in last family vacation perceptions (Component 2). When all the variables in the model were entered, the model successfully explained eight percent of the variance (R^2=0.11) of the last family vacation perceptions (Component 2) (F=1.25, p=0.25); therefore the inclusion of last trip characteristics slightly increased the amount of last family vacation perceptions (Component 2).

The first level, demographic characteristics were entered into the hierarchical regression model to determine if any variations in last family vacation risk perceptions (Component 2) may be explained. Respondents' family life cycle stage and highest level of education attained were combined into the first

level of the regression. Together, these two variables explained little variation (R^2<0.01) in last family vacation risk perceptions (Component 2). Individually, these variables also were non-significant.

The second level, psychosocial dimensions were entered into the hierarchical regression model to determine if any variations in last family vacation perceptions (Component 2) were explained. The novelty/familiarity index, locus of control index and allocation of the decision making process among family members were added in addition to the above-stated demographic characteristics. Together, the seven variables explained little variation (R^2=0.05) in overall last family vacation perceptions (Component 2). However, the locus of control index was found to be significant (p=0.01), indicating the more external control orientation respondents' perceived could explain increases in overall family vacation perceptions (Component 2). The remaining variables were found to be non-significant.

The third level, last trip characteristics were entered into the hierarchical regression model to determine if any variations in last family vacation perceptions (Component 2) were explained. The total distance traveled, crossing of international borders, and the utilization of friends/family, internet sites, travel agents, and tourist offices to gather information on the destination were added in addition to the above-stated demographic characteristics and psychosocial dimensions. Together all of the variables explained 11 percent of the variation (R^2=0.11) in last family vacation perceptions (Component 2). Several variables were found to be approaching a level of significance – total distance traveled (t=-1.36 p=0.18), the use of family/friend to gather information (t=1.74, p=0.09), and the use of travel agents to gather information (t=1.46, p=0.15) and the remaining variables were found to be non-significant. Even in the presence of all the other variables, decreases in the distance traveled and increases in the use of family/friends or a travel agent to gather information could independently explain increases in overall last family vacation perceptions (Component 2).

4.6 Discussion of Open-Ended Information

In order to properly analyze the information contained in the open-ended questions on the questionnaire, content analysis was performed to determine if particular themes emerged from

respondents' answers. Content analysis, "...a technique for gathering and analyzing the content of text" (Neuman, 1991, p. 266) will be used to code and tabulate the occurrences of particular forms of content in order to discover emergent themes or similar categories that exist within the information collected.

Regarding question 10 on the questionnaire (Appendix J) – *Regardless of whether you and your family were first time or repeat visitors, please describe your* ***experience(s)*** *in terms of how familiar or unique this vacation was for your family* – a total of 72 respondents answered with statements indicating their last family vacation was a familiar experience. Some of the more frequently occurring responses included: "It was traditional for our family"; "We regularly visit our family/friend's cottage"; and "We were in Disney World". Additionally, a total of 48 respondents answered with statements indicating their last family vacation was a unique experience. Some of the more frequently occurring responses included: "It was the first time on a plane/cruise for our children"; "Lots of entertainment/exploring/visiting new cultures for the family"; and "Both parents had been there previously but was the first time for children". However, 52 respondents left this question blank almost one-third of the respondents. Overall, many of the respondents' experiences were fairly similar for those who indicated they had a familiar family vacation. Additionally, respondents' experiences were also fairly similar for those who indicated they had a novel/unique family vacation.

Regarding question 20 on the questionnaire (Appendix K) – *If your next vacation destination were to be portrayed as risky (e.g., in the media, by family and/or friends), would you change your destination? (Please select either yes or no and add comment where appropriate.)* – approximately two-thirds of respondents (n=104) answered *yes* to changing their vacation destination if portrayed as risky. From these responses, there were three main themes that most commonly emerged. The first theme regards importance of children/family (n=32), with many respondents indicating, "Children are more important/vulnerable" and "My family is my primary concern". The second theme regards safety (n=31), with many respondents indicating, "Not wanting to risk safety of family/children" and "There are many other destinations to choose from". The third theme regards unnecessary danger (n=21), where respondents indicated, "There is

no need to have unnecessary danger (risk, or worry) while on vacation". There were 12 respondents who also answered *yes* to changing their vacation destination if it were to be portrayed as risky; however, these respondents left their reasoning blank so no further analysis could be completed.

Additionally, 58 respondents answered *no* to changing their vacation destination if portrayed as risky. From these responses, there were two main themes that most commonly emerged. The first theme regards personal experience (n=23), where a majority of the respondents indicated "My own assessment/personal experience is more important than the opinions/perceptions expressed by others" and "I am familiar with the destination and we will do what we want". The second theme regards unsafe perceptions (n=12), with many respondents indicating, "Everywhere can be unsafe" and "Need to understand what and how to be safe". There were approximately three respondents who also answered *no* to changing their vacation destination if it were to be portrayed as risky; however, these respondents left their reasoning blank so no further analysis could be completed.

4.7 Discussion of Research Questions

The following discussion will examine each research question to determine if there were relationships found and the level of significance of the findings reported. All of the research questions were answered through a variety of testing including t-tests, analysis of variance tests, and hierarchical regression models as discussed above.

Research question one: *How does the concept of locus of control play a role in the perceptions of risk traveling to and during family vacations?* In the initial testing, it was found that 58.9 percent of the respondents were leaning toward an internal locus of control orientation. Similarly, a partial relationship existed among the locus of control index and the general family vacation risk perceptions (Component 2) as the index was approaching a level of significance. Also, the locus of control index was found to be significant when tested with last family vacation perceptions (Component 2).

Research question two: *Do parents differ in their preference for novelty and familiarity regarding their vacation preferences?* In the initial testing, it was found that 83.9 percent of the respondents were

leaning toward novelty sought during their family vacation. Similarly, a partial relationship existed among the novelty/familiarity index and the general risk perceptions (Component 1) and the general family vacation risk perceptions (Component 1) as the index was approaching a level of significance for both of these components.

Research question three: *Do risk perceptions of first-time travelers differ from risk perceptions among those with prior travel experience to a particular destination?* It was found that there was no significant relationship between prior travel experience and level of risk perceptions through the use of a t-test.

Research question four: *Do external sources (family/friends/media sources) influence respondents' level of risk perceptions towards the image of the vacation destination?* In the initial testing, it was found that a majority of the respondents relied on one or more of family/friends, internet sites, travel agents and/or tourist offices to gather information. As such, only these four sources of information were used in the preceding regression analyses. There was an abundance of partial and significant relationships that came out of the resultant hierarchical regression models and occurred as follows. Tourist offices were found to be approaching a level of significance in relation to the general risk perceptions (Component 1) where decreases in use could explain increases in risk perceptions. Travel agents were found to be approaching a level of significance in relation to the general risk perceptions (Component 2) where decreases in use could explain increases in risk perceptions. Both tourist offices and travel agents were found to be approaching a level of significance in relation to the general family vacation risk perceptions (Component 1) where decreases in either could explain increases in risk perceptions. Friends/family was found to be significant in relation to the general family vacation risk perceptions (Component 2) where increases in use could explain increases in risk perceptions. Travel agents were found to be significant in relation to the last family vacation risk perceptions (Component 1) where decreases in use could explain increases in risk perceptions. Friends/family and tourist offices were found to be approaching a level of significance in relation to the last family vacation risk perceptions (Component 2) where increases in either

could explain increases in risk perceptions. Friends/family and internet sites were both found to be approaching a level of significance in relation to the last family vacation perceptions (Component 1) where decreases in use of family/friends and increases in use of internet sites could explain increases in risk perceptions. Lastly, friends/family and travel agents were both found to be approaching a level of significance in relation to the last family vacation perceptions (Component 2) where increases in either could explain increases in risk perceptions.

Research question five: *Do relationships exist between risk perceptions and the socio-demographic characteristics of respondents?* In the initial testing, it was found that gender did not have a significant relationship with the levels of risk perceptions through the use of a t-test. However, both the stage of the family life cycle and the level of education were found to contain partial relationships through the use of analysis of variance testing and were therefore used in the preceding regression analyses. Respondents' level of education was found to be approaching a level of significance regarding the general risk perceptions (Components 1 and 2) and the last family vacation risk perceptions (Component 2). Respondents' level of education was found to be significant in relation to the general family vacation risk perceptions (Component 1). For the remaining components, the level of education did not contain any relationships. Regarding respondents' stage of the family life cycle, a majority of the components did not reflect any relationships except for the last family vacation risk perceptions (Component 2) where the stage of the family life cycle was found to be approaching a level of significance.

Research question six: *Do risk perceptions increase as the distance traveled increases?* In the initial testing, though the utilization of an analysis of variance, it was found that risk perceptions do indeed increase as the distance traveled increases. As such, as was found in the preceding regression analyses, a partial relationship existed among the total distance traveled and the risk perception components. Regarding both the general family vacation risk perceptions (Component 1) and the last family vacation perceptions (Component 2), the total distance traveled was found to be approaching a level of significance. For the remaining components, the total distance traveled did not contain any relationships.

Research question seven: *Does crossing international borders increase risk perceptions?* It was found that there was no significant relationship between crossing an international border and level of risk perceptions through the use of a t-test.

Research question eight: *What is the importance of particular features when parents plan their family vacations (e.g., budget, season, time allocation, etc.)?* It was found that particular features are considered more important than others when planning a family vacation. The destination was found to be the most important when planning a family vacation whereas the type of trip taken (e.g., all-inclusive, self-guided, etc.) was considered to be the least important to parents when planning a family vacation.

CHAPTER FIVE

5.0 DISCUSSION AND CONCLUSIONS

The purpose of this study was to investigate the relationship between risk perceptions and family vacations. The analyses of the data produced intriguing results, which may further our collective understanding of relationships between family vacations and risk perceptions. This discussion section will reflect on these patterns in relation to the research questions of the study. In addition, important implications to the field of study will be acknowledged, along with some of the limitations to the current study as well as future research that can be explored.

5.1 Integrating Present Study with Literature

There were three measures of risk perceptions operationalized in this study – general risk perceptions, family vacation risk perceptions, and safety risk perceptions. The general risk perceptions represented basic travel concerns and can be considered a global measure of risk perceptions. The safety risk perceptions represented basic safety and security concerns. Both general and safety risk perceptions have been consistently acknowledged in the literature (e.g., Brannan *et al.*, 1992; Cheron & Ritchie, 1982; Pizam, 1999; Roehl & Fesenmaier, 1992; Sönmez & Graefe, 1998). These studies revealed risk perceptions significantly influence travel decisions. This suggests that risk perceptions are indeed important to individuals while traveling. However, certain risk perceptions can be 'traded off' for others. For example, if an individual's vacation choice caused disapproval from others [social risk], yet the vacation itself was worthwhile to the individual concerned [satisfaction risk], other people's opinions may be superceded.

A majority of the past studies have measured risk perceptions based on the original work of Cheron and Ritchie (1982), modifying certain aspects of the measure to suit their specific needs (e.g., Kozak *et al.*, 2007; Roehl & Fesenmaier, 1992). The present study, however, sought to explore risk perceptions, in the context of a specific aspect of travel – that of family vacations. Minor modifications were made to Cheron and Ritchie's (1982) original scale, measuring perceptions of risk based on a 7-point Likert scale as

opposed to a 9-point Likert scale. However, in addition to measuring general risk perceptions, the statements were also modified in a second section to apply to respondents' last family vacation. An addition of family vacation risk perceptions, based on the work by Shaw *et al.* (2008), was a new construct. In addition, this was the first research to measure family vacations using a quantitative 7-point Likert scale approach as opposed to open-ended, qualitative measures which were used in their original work. Both of the scales demonstrated content and face validity and were reliable based on internal consistency. Regarding the measurement of individuals' preference for novelty or familiarity during travel, Cohen (1972) was the first to establish tourist role typologies based on the level of novelty sought. Many authors have operationalized Cohen's original work (e.g., Snepenger, 1987; Lee & Crompton, 1992; Yiannakis & Gibson, 1992), however it was not until Mo *et al.* (1993) created a standardized scale with which tourists preferences could be measured with greater reliability and validity. Based on the tourist roles created by Mo *et al.* (1994), the present study focused on the results obtained by Mo *et al.* (1994) to measure respondents' level of preference for novelty compared with familiarity regarding their vacation destination, host culture, and activities in which they participated.

Prior to commencing discussions regarding the results of this study with literature, recall that eight factors established based on respondents' participation results for general and last family vacation risk perceptions were found to be significant based on Gorsuch's (1983) and Stevens' (1986) work. However, a more conservative loading point of 0.5 was chosen for this study. The positive risk perceptions included the important and more memorable aspects of respondents' general and last family vacation risk perceptions and appeared to reflect the possibility of positive experiences as well as an escape from the everyday obligations for most parents. The negative risk perceptions included statements that contained more problematic aspects of family vacations, including extra work for particular family members as well as differences in activity preferences and the increased potential for getting on each other's nerves. Initially, the risk perceptions were analysed based on their specific groupings (e.g., general risk perceptions versus last family vacation risk perceptions) to determine which of the statements were

significant within the research. Upon reducing the data and eliminating statements that were not significant, there were eight components created by which to analyse the results. Additionally, the locus of control statements – five statements in total with the lower the score, the greater one's internal locus of control orientation – and novelty/familiarity statements – four statements in total with the higher the score, the greater one's affinity for novelty – were combined to create indices with which to measure respondents' level of each. Also, due to the predominance of certain information sources utilized by respondents, only the most frequently occurring sources were used within the analysis (e.g., friends/family, internet sites, travel agents, and tourist offices). Based on the initial univariate analysis, gender was found to not have a significant relationship to the various risk perception components. However, it was found that the stage of the family life cycle and the level of education both contained significant results and therefore included in the regression analysis. Additionally, when analysing the risk perceptions of first time travelers versus repeat visitors, there were no significant results found so this variable was excluded from further analysis. However, the crossing of an international border and the total distance traveled both contained significant results regarding risk perceptions and were included in the regression analysis. From the initial analysis, recall the study's next level of analysis regarding the hierarchical regression analysis utilized: 1) demographic characteristics encompassing the stage of the family life cycle and level of education; 2) psychosocial characteristics encompassing the novelty/familiarity and locus of control indices, and the allocation percentage involving the respondent, their spouse/significant other and children in the decision making process; and 3) last trip behaviours encompassing the total distance traveled, crossing of international borders, and information gathered from friends/family, the internet, travel agents, and tourism offices.

Analyses revealed a partial relationship between risk perceptions and demographic characteristics of the sample for limited components. The data revealed that more risk was present for families with older children regarding the satisfying-worthwhile and goal-oriented components, which is consistent with previous research by Shaw *et al.* (2008) and Nickerson and Jurowski (2001) as parents with older children

are faced with the dilemma of creating positive memories, familial bonds, and cohesion before their children are too old to travel with their family unit. However, these findings are inconsistent with previous research by Roehl and Fesenmaier (1992) who noted that parents with younger children perceive greater risks associated with travel due to the labour-intensive demands of younger children. It seems plausible that future research will find elements of truth in both lines of research. Although the univariate analyses revealed suggested, no relationship between risk perceptions and gender, there were parallels among the present findings and previous literature. Maume (2006) indicated that women's leisure time was more fragmented and interrupted by other obligations in comparison to that of men and although differences in gender-specific risk perceptions were not found, it was indicated that family vacations created extra work for certain family members. However, the findings are inconsistent with those of Shaw *et al.* (2008) since the authors argued that differences in gender are both important and significant, and those relationships were not found in the present study. Additionally, regarding gender, two-thirds of the respondents were female. This was because a majority of the data collection entailed approaching parents on-site at the WMRC. This high percentage of female respondents could be attributable to shared familial responses. The research was not designed to test the differences between spouses as only one adult per household was surveyed in most circumstances. Although there is an abundance of female respondents in the present study, this was not considered a serious limitation in the sense that the results are similar to previous research (such as Hilbrecht, 2009; Howard & Madrigal, 1990) indicating that women remain primary caregivers and oftentimes most responsible for taking their children to various recreational activities and/or leisure pursuits. Similarly, two-thirds of the respondents indicated they had a college diploma or university degree. This finding is consistent with statistics as they show that higher educated parents are more likely to enroll their children in programs in comparison to those with a lesser education (Hilbrecht, 2009). This could also be attributable to households having dual-income earners, or higher educated parents could also represent higher levels of discretionary income.

Overall, even though discrepancies appeared from the current research and findings within the literature, each appears to reveal different insights. Regarding the present research and Shaw *et al.*'s (2008) work, the findings were consistent with one another based on the fact that greater risks were present for parents with older children in trying to create the familial bonds and positive memories for their children before they were too old to accompany parents and siblings on family vacations. However, since both parents within the household were not surveyed, and directly compared, the importance and significance of gender could not be analyzed for differences, or to determine which family member suffered having extra work as a result of taking family vacations, to the extent which Shaw *et al.*'s (2008) research revealed differences. On the whole, the current literature is inconclusive. In order to further enhance this research, subsequent quantitative studies may be designed to survey both parents within the household to determine if women's leisure time is more fragmented than men's when traveling with family (e.g., Maume, 2006), and if children younger than six years old are more labour intensive due to their needs (e.g., young children cannot venture out on their own, more demanding regarding food and travel comforts, etc.), pertaining to Roehl and Fesenmaier's (1992) research.

The present analyses revealed interesting results regarding the novelty/familiarity index. While many academics have found relationships between risk perceptions and novelty/familiarity preferences (e.g., Cohen, 1972; Lee & Crompton, 1992; Lepp & Gibson, 2002; Mo *et al.*, 1994; Roehl & Fesenmaier, 1992), the present study revealed little to no relationships between the newly created risk perception components and the novelty/familiarity index. The present study suggests, contrary to the literature, it may not be preference for novelty or familiarity or experience at a destination that leads to increased or decreased risk perceptions, but rather other factors such as external sources of information or degree of control individuals have over situations. Analyses also revealed interesting results regarding the level of control respondents had over certain aspects of their lives. While academics have indicated that relationships exist between locus of control and degree of risk perception (e.g., Horswill & McKenna, 1999; National Safety Council, 2007; Neill, 2006), the present study revealed only a partial relationship

between the risk perception factors and the locus of control index. Many individuals scored lower on the index indicating a more internal locus of control orientation. This could be related back to the high prevalence of automobile travel utilized by a majority of the participants in this study in that this mode of travel is synonymous with autonomous behaviour. In addition, the concept of locus of control can be tied to prospect theory and the probability that certain events are more likely to occur to the individual as opposed to the general public. Meaning that individuals are more likely to recall specific events and conceptualize these events as occurring more readily to themselves as opposed to others. This also includes the extent to which individuals perceive their locus of control, having a greater degree of external versus internal locus of control. With a more external control orientation, individuals perceive that they are not in control of situations or circumstances that arise and, therefore, events are more likely to occur since they cannot control them. Lastly, analyses also revealed interesting results regarding the allocation of the decision making process regarding average family vacations. Many studies have concluded that joint decision making processes between parents are the most dominant type of decision making regarding family vacation-related decisions, oftentimes with the involvement of children (e.g., Fodness, 1992; Hilbrecht *et al.*, in press; Kang *et al.*, 2003; Litvin, Xu, & Kang, 2004; Shaw *et al.*, 2008). The predominance of joint decision making may be attributed to the shared familial responses since only one adult per household was surveyed. Although little to no relationship was found between the allocation of decision making among parents and children regarding a typical family vacation and the various risk perception components, previous research has suggested that choices made by families are carefully selected based on the educational and/or developmental goals of parents (Shaw *et al.*, 2008).

Analyses revealed interesting results regarding the crossing of an international border and the total distance traveled. While many academics have found a relationship to exist between increased risk perceptions and the crossing of an international border and the greater the distance traveled (Kozak *et al.*, 2007; Law, 2006), only a partial relationship was found to exist in the present study. The findings were consistent with the literature when examining the relationship between risk perceptions and crossing an

international border and the distance traveled while on vacation, where the crossing of an international border and the greater the distance traveled, the more risks there were perceived to be associated with the destination and travel itself. It is important to recognize that, although many families were taking international vacations and traveling distances greater than 3000 kilometres, approximately ten percent were traveling to Disney World in Orlando, Florida. Many parents made comments to the effect of "Disney is safe"; and "Nothing happens at Disney", suggesting a 'Disney' effect for many parents since this destination was viewed as fairly familiar and contained few if any risks. While this is likely factual on balance, it may create a false sense of security since parents do not consider the various risks that could be encountered during their travel to and from Florida or while at the destination. Additionally, although respondents did not travel as far to visit a family cottage, approximately 15 percent revealed that visiting the cottage was familiar and not risky, "We go to the cottage every year", creating the 'cottage-based familiarity' effect for parents since little to no risk is perceived to be associated with visiting the cottage. These findings complement those of Floyd *et al.* (2003) where risk perceptions were lessened for more experienced travelers while risk perceptions were found to be higher for individuals with less travel experience. In addition to this concept, Boksberger *et al.* (2007) found that financial and time risks were the most predominant which could contribute to the large number of families visiting more familiar destinations within closer proximities to their homes as well as the high level of uncertainty individuals associate with unknown destinations (Roehl & Fesenmaier, 1992). This was seen with the very few international trips reported by parents taken outside of North America, and few in developing countries.

Lastly, analyses revealed surprising results regarding the use of external sources to gather information and its relationship to risk perceptions. While the literature indicates that external sources of information will influence travelers' likelihood to visit a particular area (e.g., Baloglu & McCleary, 1999; Cavlek, 2002; Gallarza *et al.*, 2002; Lepp & Gibson, 2003; Ministry of Tourism, 2007), the present research revealed only a partial relationship regarding the significance of external sources of information and risk perceptions. There were varying relationships among the utilization of the different sources of

information, however, there was little to no relationship found among a majority of the sources of information and the risk perception components. These findings are consistent with the literature since most oftentimes, individuals rely on friends/family, travel agents and/or advertisements seen in various forms of media for sources of information (Ministry of Tourism, 2007).

Incorporating each category of demographics, psychosocial dimensions and last trip characteristics into the hierarchical regression models frequently helped determine more variations in each of the newly created factors of risk perceptions than with individual analyses. A higher percentage of variation in risk perception could often be explained by including each of the hierarchical levels into the model.

5.2 Implications for Practice

Based on the above discussions, there are certain aspects of the research be taken into consideration for future practice. Upon further reflection, it was deemed that the word 'family' should have been inserted into the Cheron and Ritchie (1982) statements used for both the general and last family vacation risk perceptions. Upon referring to the questionnaire (Appendix I), the first statement listed on Question #16 would become "Even expensive family vacations are worth the money spent" and so forth. Incorporating the word 'family' might have made more intuitive sense for respondents when answering each of the included statements as well as be more applicable to their family vacations both in general and specifically to their last family vacation. Based on the above reflections and issues already discussed, it would be optimal to design a dual parent study intended to survey both parents within one household to analyse their responses both individually and collectively to examine any differences or similarities found. This design may contribute to previous literature to determine gender-specific differences during family vacations as well as particular attitudes and behaviours of parents traveling with children.

The findings from this study could have implications for various sectors including varying levels of government, the transportation industry, the destinations, and the program development for each of these sectors in order to minimize particular negative risk perceptions and maximize the positive outcomes for individuals. Regarding varying levels of government, the risk perceptions found to be significant can be

utilized by local, regional, provincial, and national government levels in determining how particular perceptions can be enhanced or minimized for the residents/citizens of the country. For example, various levels of government, all of which provide attractions (e.g., parks) and actively promote tourism, can focus on the importance of family vacations for enhancing familial bonds as well as creating positive memories for family members. Regarding the transportation industry, the results generated from the present research indicates that there is a fairly equal split among parents who utilized airplanes and automobiles as the major form of travel. It can be noted, however, that many travelers who flew to their destination also rented an automobile while at their destination; therefore the transportation industry could use this information to enhance their travel offerings. Regarding the destinations, the results generated, particularly regarding the importance of features as well as repeat visitations, can have significant implications. Destinations can use the information gathered to further enhance their offerings to traveling families, especially regarding the season of travel, the activities available for families as well as the cost to visit the destination are each important aspects for families when traveling and should be taken into consideration by destinations. Additionally, because over two-thirds of the respondents indicated their last vacation was typical of previous family vacations and two-thirds of respondents were repeat visitors to the destination. The present data suggest that parents often chose similar destinations when taking family vacations and destinations can utilize this information to further enhance their offerings to families who visit their destinations repetitively. Lastly, since it was indicated that family vacations created extra work for certain family members, destinations may utilize methods to help alleviate some of the extra work felt by family members as well as offering their visitors more options to more fully occupy their time. For example, offering particular services such as laundering services to lessen the work for parents or even providing an individual to be of assistance to parents with younger children to alleviate the burden of traveling and vacationing with young ones. Regarding the overall program development for each of the above-discussed sectors, it should be taken into consideration, the use of various information sources utilized by parents prior to traveling. The high percentage of individuals who rely upon family and/or friends as well as travel

agents to gather information is significant and may be used by various levels of government, the transportation industry, and the destinations as well.

5.3 Limitations

Regarding the present study, there were some limitations that must be taken into consideration before one is able to replicate it. One of the major limitations was the fact that it was a non-representative sample of the population, having drawn potential respondents from a relatively homogeneous population; the findings cannot be generalized to a larger, more heterogeneous population. The reasoning as to why this study is a homogeneous one is based on the fact that other individuals containing similar qualities to them contacted potential respondents. Additionally, the revised data collection method surveyed parents who can be considered similar as well since they were drawn from the same location and a relatively homogeneous area. In order to gain a more holistic view of parents' perceptions during their family vacations, parents from various income brackets may be surveyed to determine if differences exist based on income level as well. Finally, already discussed limitations relating to the sampling of only one parent per household precluded direct, intra-familial comparisons.

5.4 Future Research

Based on the above discussion of the present study's limitations, there are various areas that can be built upon to further research the relationship between risk perceptions and family vacations. Since there are a variety of varying scales of risk perception assessments, there is a great potential to develop a standardized, updated scale of risk. The creation of a standardized scale could help reduce ambiguities currently found within the literature regarding risk perceptions. Additionally, a scale that can be utilized on a worldwide basis would help to understand if there are cultural differences that exist among travelers both when traveling domestically in their respective country or traveling internationally. In order to properly develop a standardized scale, one must identify the population of the study, and develop the survey instrument based on either an existing instrument, creating a new instrument or a combination of both (Creswell, 2003). Additionally, in the case of further scale development, Glover (2000) indicated "survey

research is the best method available to social scientists who are interested in collecting original data for describing a population too large to observe directly" (p. 92). Therefore, for the development of a standardized scale, a series of steps must be taken to ensure reliability and validity of the items incorporated, based on DeVellis (1991). First, scale development includes the articulation of the purpose to ensure that the scale has a clear frame of reference (Glover, 2000). Second, detailed item generation procedures are utilized where the generation of items through review of the literature is compiled. Next, specific data collection and sampling strategies are utilized, as well as a series of reliability and validity tests which aid in item reduction. In order to perform proper reliability and validity tests, a review by experts should be undertaken and may be done with the assistance of scholars – those who are either familiar with the literature or familiar with the standardized scale process and statistical exercises – each of which can contribute to face and content validity. Reliability and validity test-retest testing may also be extended to individuals unfamiliar with the literature. Upon the discriminate, convergent validity development of a standardized scale of risk assessment, the handling of risk topics pertaining to the use of travel sections of newspapers as well as the use of family and/or friends to gather information may be considered in future research based on content analysis.

Furthermore, the survey has the potential to be modified in order to survey parents to discover their perceptions of risk while on family vacations on either a provincial or national scale. This can be done to determine if differences or similarities exist among respondents that are more generalizable to a larger, more diverse population. Additionally, the recency of parents' last family vacation will aid in collecting their perceptions regarding travel because the events will be easier to recall to memory. Also, the specificity of certain attribute objects (e.g., family vacations versus travel in general) can be surveyed to determine if differences exist among participants' perceptions and behaviours while on family vacations. Similarly, Shaw *et al.*'s (2008) research reflect gendered aspects of holidays with family members, whereas within the present research, the sample was predominately women, thereby providing only a limited look at the opinions of their male counterparts.

Throughout the research, certain demographics, locus of control statements, last trip characteristics, and sources of information were consistently identified as factors that contribute to explaining levels of positive and negative risk perceptions. Previous literature and risk perception research has tended to focus solely on the role of specific risk perceptions during travel (Brannan *et al.*, 1992; Cheron & Ritchie, 1982; Pizam, 1999; Roehl & Fesenmaier, 1992; Sonmez & Graefe, 1998). The findings of the present study highlight the importance of incorporating parents' perceptions of risk in both the pre-trip planning stages, and during travel while on family vacations, particularly their travel attitudes and behaviours.

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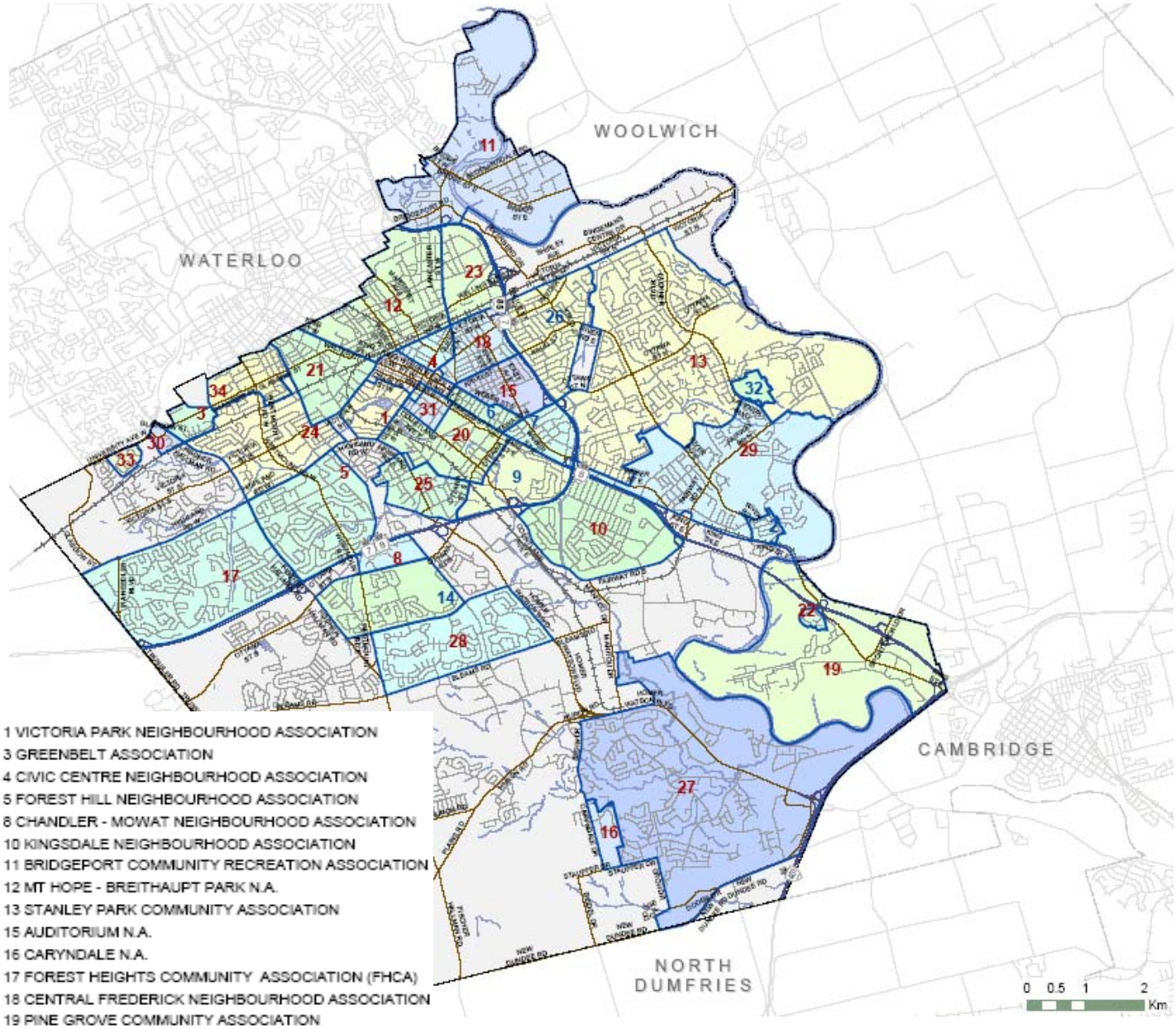
APPENDICES

APPENDIX A

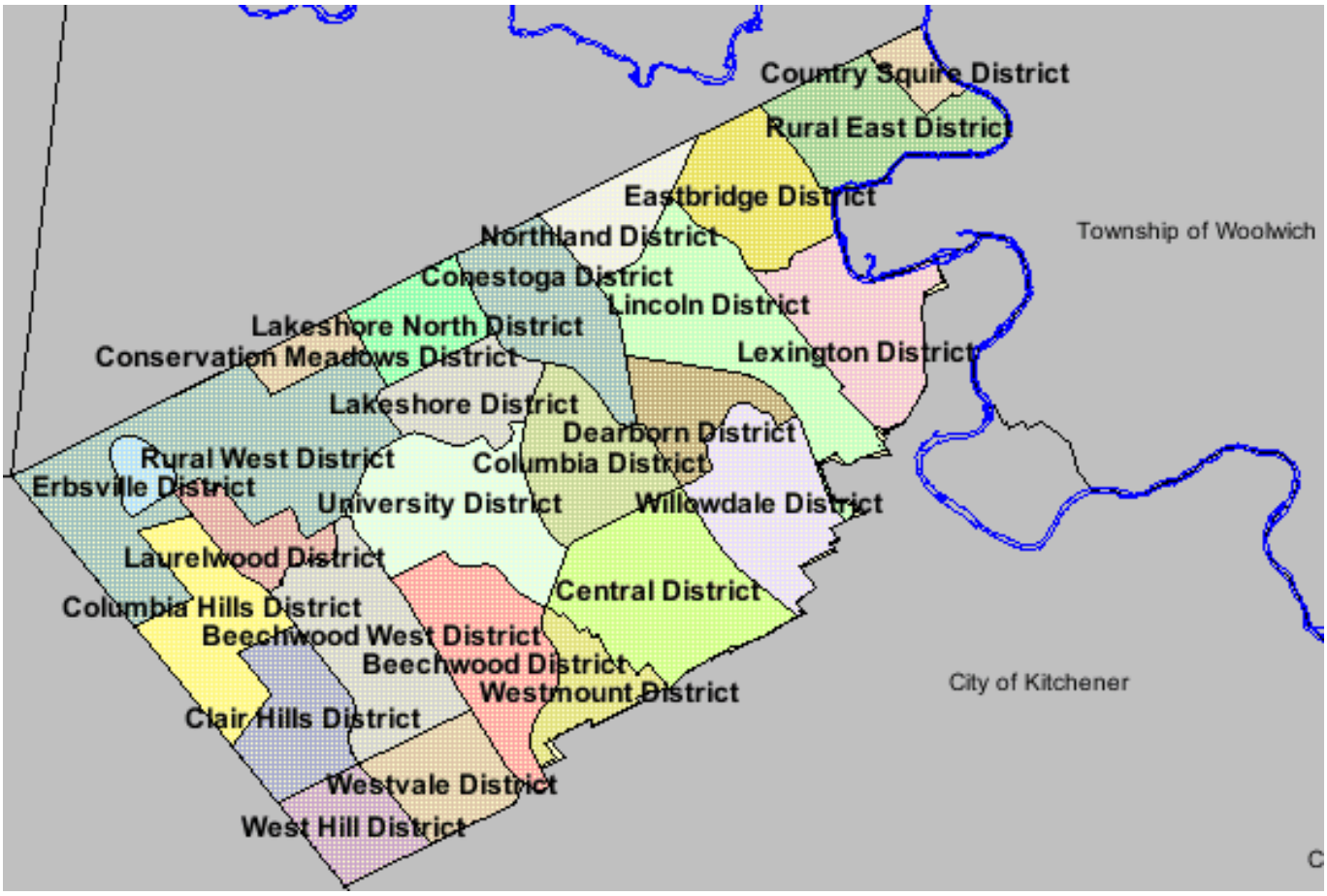
Neighbourhoods in Kitchener, Ontario



(Kitchener Maps, 2007)

APPENDIX B

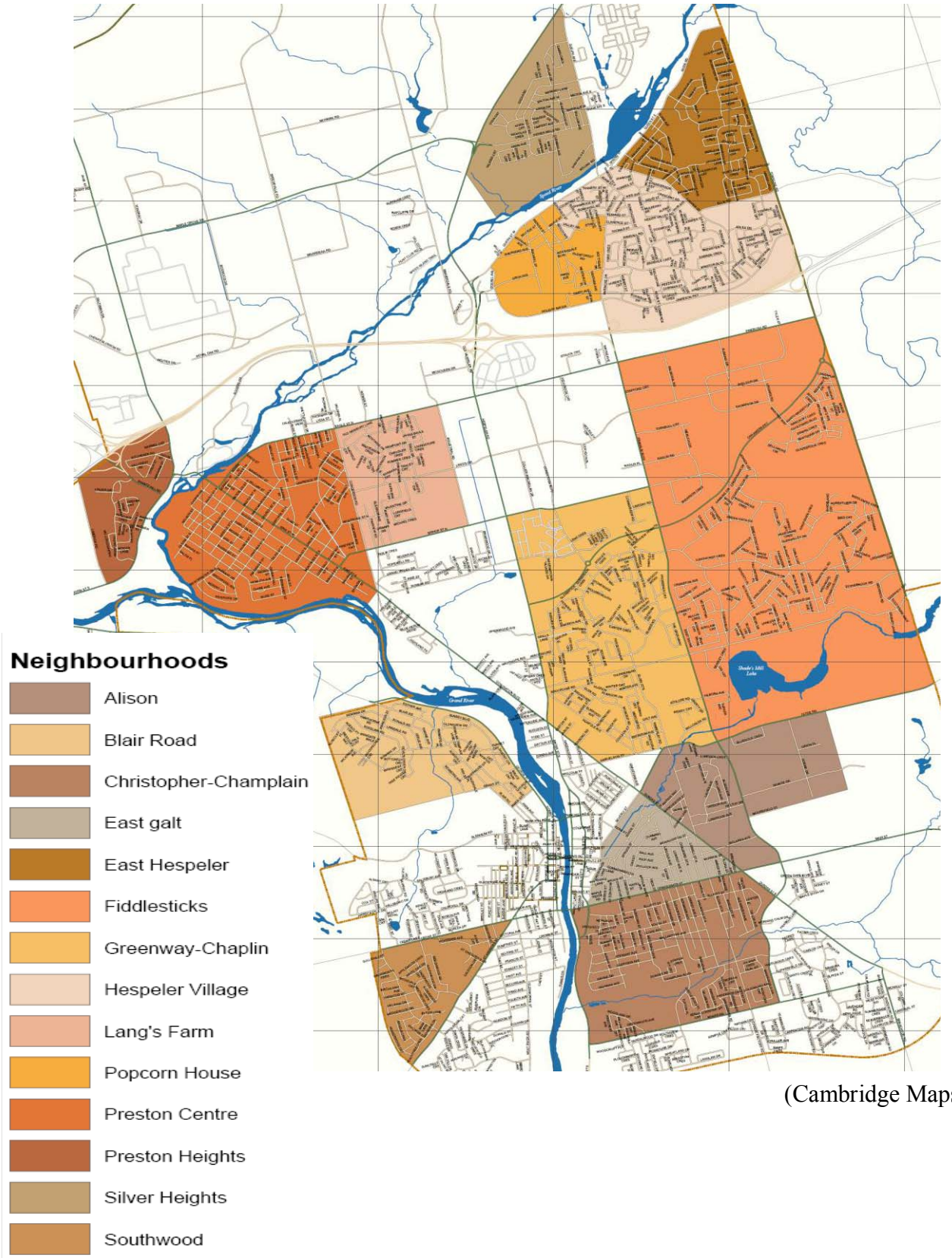
Neighbourhoods in Waterloo, Ontario



(Waterloo Maps, 2007)

APPENDIX C

Neighbourhoods in Cambridge, Ontario



(Cambridge Maps, 2008)

APPENDIX D

Information Letter

Are We There Yet?:
Parents' Perceptions of Risk Associated with Family Vacations

This study is being conducted by Alicia Waite as part of her Master's project under the supervision of Mark Havitz, a professor of the Department of Recreation and Leisure Studies of the University of Waterloo. Due to the very limited research concerning family vacations and its associated risk perceptions, the present study aims to gather more detailed information from families within the cities of Kitchener, Waterloo, and Cambridge, Ontario to determine how risk perceptions are formed, whether certain socio-demographic characteristics play a role in the formation and association of risk perceptions and whether the crossing of international borders contains greater risk perceptions while traveling as opposed to domestic travel.

In response to these observations, we are asking for your participation in the study. To participate in this study, you should have taken a family vacation of at least three nights in duration in the past two years, have at least one child aged twelve years or younger, and live in either Kitchener, Waterloo, or Cambridge.

If you decide to volunteer, you will be asked to complete an online questionnaire. The questionnaire will ask general background questions regarding your last family vacation, your opinions regarding family vacations in general as well as background information (e.g., gender, your highest level of education obtained). The questionnaire is designed to be completed through the Web. Your participation in the study should take approximately 10-15 minutes. Participation in this study is voluntary. You may decline to answer any questions that you do not wish to answer and you can withdraw your participation at any time by not submitting your responses. There are no known or anticipated risks from participating in this study.

It is important for you to know that any information that you provide will be confidential. All of the data will be summarized and no individual could be identified from these summarized results. Furthermore, the website is programmed to collect responses on the questionnaire items alone. That is, the site will not collect any information that could potentially identify you.

If you wish to participate, please visit the study Website at http://jawaite.googlepages.com/home. From this site, please click on the survey link provided which will take you to the survey main page. From here, please insert the provided password and answer the questions provided in each of the sections. Please complete the survey by **October 10, 2008**.

Password: j8a17w

If you do not have access to the Internet, please let your direct contact know and a paper copy of the survey will be made available for your participation. The data collected from this study will be accessed only by the two researchers named above and will be maintained on a password-protected computer database in a restricted access area in the Department of Recreation and Leisure Studies at the University of Waterloo. As well, the data will be electronically archived after completion of the study and maintained for five years after the research study has been completed and any submissions to journals have been completed.

Should you have any questions about the study, please contact either Alicia Waite at 519-888-4567 ext. 84424 or by email at jawaite@ahsmail.uwaterloo.ca or Mark Havitz at 519-888-4567 ext. 33013 or by email at mhavitz@healthy.uwaterloo.ca. Further, if you would like to receive a copy of the results of this study, please contact either investigator.

I would like to assure you that this study has been reviewed and received ethics clearance through the Office of Research Ethics at the University of Waterloo. However, the final decision about participation is yours. If you have any comments or concerns resulting from your participation in this study, please feel free to contact Dr. Susan Sykes, Director, Office of Research Ethics, at 519-888-4567 ext. 36005 or by email at ssykes@uwaterloo.ca.

Thank you for considering to participate in this study.

Yours Sincerely,

J. Alicia Waite
Master's Candidate – Tourism Policy and Planning
University of Waterloo

APPENDIX E

Detailed Log Book Monitoring Questionnaire Distribution

First Round of Data Collection	Alicia	Robert	Cassandra	Rachael	Jennifer	Julia
Total Hardcopy Surveys Received	0	5	5	5	5	5
Total Information Letters Received	25	25	25	25	50	50
Total Hardcopy Surveys Distributed through Various Social Networks	0	0	0	0	0	0
Total Information Letters Distributed through Various Social Networks	14	8	6	11	35	13
Total Contacts (Snowball) - ~10 households	9	3	5	0	4	12
Total Number of Potential Respondents Contacted	39	17	19	12	83	41
Total Number of Potential Respondents	211					

APPENDIX F

Example of a Direct Contact's Detailed Log Book of Prospective Respondents

Group	Contact	Willing to participate?		Willing to do a snowball sample?	
		Yes	No	Yes	No
1	Mary	√		√	
	Bob	√		√	
	S^1 – Janet	√			
	S^1 – Frank	√			
	S^2 – Alan	√			
	S^2 – Sue	√			
2	Joe	√		√	
	Sally	√			√
	S^1 – John	√			
	S^1 – N/A				
	S^2 – N/A				
	S^2 – N/A				
3	Lee		√		√
	Laura		√		√
	S^1 – N/A				
	S^1 – N/A				
	S^2 – N/A				
	S^2 – N/A				
4	Cara	√		√	
	S^1 – Alek		√		
	S^1 – Todd		√		
	S^2 – Jenn	√			
	S^2 – Steph	√			

Legend: S^1 & S^2 = snowball contact for first and second households contacted by respondents

APPENDIX G

Screening Questions for Direct Contacts to ask Respondents

1. Do you live in one of the three cities, including Kitchener, Waterloo, or Cambridge?
2. Do you have at least one child who is aged twelve years old or younger?
3. Have you taken a family vacation in the past two to three years (2005-2008)?

If respondents answered **yes** to each of the questions, they meet the eligibility requirements for this study and may chose to volunteer as a participant.

APPENDIX H

Example of Card Content for Direct Contacts to Inform Participants about Study

The following study is being completed by Alicia Waite to fulfill her requirements for her Master's thesis at the University of Waterloo.

The focus of Alicia's research is on:

i. Family Vacations – **Definition:** a vacation will constitute any travel, either a domestic or international trip, taken by all family members – both parents and any children, with at least one child aged twelve years or younger – utilizing any type of transportation, and spending a minimum of one night outside of the family home in a different environment;

ii. Risk Perceptions – **Conceptualization:** financial risk; functional risk; physical risk; psychological risk; satisfaction risk; social risk; and time risk – each of which are detailed within the questionnaire; and

iii. Novelty Dimensions – **Definition:** novelty refers to the vast differences that may exist between the tourist's country of origin and host destination, including culture, language, food, environment and so forth.

The focus on family vacations includes each of the above-described concepts and will center on families with at least one child aged twelve years old or younger. Ultimately, Alicia is mainly interested in parental dyads concerning family vacations so it is most useful to have both yourself and your spouse/partner participate individually within the study. That said, single parent households will also be included within this study as well to determine if differences exist among family settings.

It will take approximately 15 minutes to complete the online questionnaire and all questions are voluntary. Completed hard copy questionnaires may be placed in sealed envelopes to protect your privacy. In no way, shape, or form will your participation or refusal of participation in this study affect our work/personal relationship.

If you have any further questions pertaining to Alicia's research or study, please refer to the attached information/consent form included with your questionnaire, which is yours to keep for future reference.

APPENDIX I

Self-Administered Questionnaire

All of the questions included within this survey concern family vacations. A family vacation, for the purposes of this study, will constitute travel, either domestic or international, taken by family members – both parents and children – regardless of family type (e.g. single parents, married, blended, etc.), with at least one child aged twelve years or younger, and spending a minimum of three nights outside the family home in a different environment.

Reminder: Your participation in this survey is completely voluntary and you can decline to answer any questions that you do not feel comfortable providing an answer. Additionally, you can withdraw your participation at any time by not submitting responses. All answers that you provide in this survey will be kept strictly confidential and all information will be summarized so no individual could be identified from the results.

Characteristics of Your Last Family Vacation:

1. What was the **primary** destination of your last family vacation? (Please select only **one** response).
   - □ Within Ontario
   - □ Within the United States
   - □ Within Canada
   - □ Other– International
   - □ Not Applicable (Touring Vacation– where we visited multiple places) – answer 1.a)

   a) If you did a touring vacation, what was the primary destination (if any)?
   _____

2. When did you go on your last family vacation? (Please **estimate** the approximate month and year).
   Month: _____
   Year: _____

3. Please **estimate** the total distance traveled (KM) on your last vacation destination.
   _____ total KM

4. How many nights did you spend away from your home on your last family vacation?
   _____ nights

5. Please identify the primary mode of transportation you used **to get to** your vacation destination. (Please select only **one** response).
   - □ Car
   - □ Train
   - □ Plane
   - □ Recreational Vehicle
   - □ Other– please specify: _____

6. Please identify the primary mode of transportation you used **while at** your vacation destination. (Please select only **one** response).
   - □ Car
   - □ Train
   - □ Plane
   - □ Recreational Vehicle
   - □ Other– please specify: _____

7. Which of the following best describes the way you traveled on your last family vacation? (Please select only **one** response).
   - Exclusively on apackage tour
   - Partially on a package tour, partially selfguided
   - Selfguided with a preplanned schedule and routes
   - Selfguided with an evolving schedule and routes

8. Would you consider your last vacation typical of your previous family vacations?
   - Yes
   - No– briefly explain why below:

_____
_____

9. Were you and your family first time visitors **to the primary vacation destination**?
   - Yes
   - No

10. Regardless of whether you and your family were first time or repeat visitors, please describe your **experience(s)** in 1-2 sentences below, in terms of how familiar or unique this vacation was for your family.

_____
_____
_____
_____

Planning Your Family Vacation:

11. What types of information searches did you use to gather information regarding your vacation destination and to plan your vacation? (Please select **all** that apply).
   - Friends and/or Relatives
   - Internet Sites
   - Travel Agent(s)
   - Travel Magazine(s)
   - Travel Section of Newpaper(s)
   - Tourist Information Office
   - Visitor and Convention Bureau
   - Other– please specify: _____

12. Please rank, from 1 to 6, the following features in order of importance when planning your last family vacation (1=most important, 2=next most important, etc.):
   _____ Activities Available
   _____ Budget
   _____ Destination
   _____ Season
   _____ Time Allocation
   _____ Trip Type (*e.g.*, package tour, independent)

13. If you were to allocate 100 points among family members with respect to how much of a role each person played in the decision making process in an average family vacation, how would you distribute the points?

    Example 1: Self = 45, Spouse/Significant Other = 45, Children = 10 – This example indicates equal input from parents and some from the children;
    Example 2: Self = 75, Spouse/Significant Other = 25, Children = 0 – This example indicates respondent has most input and only some from their spouse and none from children;
    Example 3: Self = 80, Children = 20 – This example indicates a single-parent respondent who has most input and has some from his/her children.

Self =	_____	points
Spouse/Significant Other (if applicable) =	_____	points
Child(ren) =	_____	points
TOTAL =	100	points

14. How long do you spend planning a family vacation, from the time you start thinking of a vacation until your departure date? (For example: 6 weeks)

    _____

Family Vacation Preferences:

15. For each pair of statements, please circle either statement **A** or **B** based on which best reflects <u>your</u> preferences regarding family vacations.

    A In general, I prefer to visit the same **destination** year after year.
    B In general, I prefer to visit different destinations.

    A While on vacation I prefer to participate in **activities** that are similar to those at home.
    B While on vacation, I prefer to participate in different activities.

    A When on vacation, I prefer to stay in similar **cultures** (environments) as my home.
    B When on vacation, I prefer to experience new and different cultures and environments.

    A I prefer to **associate with** other travelers while on vacation.
    B I prefer to interact with the host culture and local people while on vacation.

16. Thinking about your family vacations **IN GENERAL**, please indicate the extent to which you agree with each of the following statements by circling the appropriate number.

	Very Strongly Disagree						Very Strongly Agree
Even expensive vacations are worth the money spent.	1	2	3	4	5	6	7
Problems (equipment, mechanical) are rare while on vacation.	1	2	3	4	5	6	7
No one gets sick or injured while on vacation.	1	2	3	4	5	6	7
Vacation choices are a good way to reveal one's true self.	1	2	3	4	5	6	7
Other people's opinions matter when planning a vacation.	1	2	3	4	5	6	7
Vacations are very satisfying experiences.	1	2	3	4	5	6	7
Vacations are worth the time taken.	1	2	3	4	5	6	7
Family vacations provide special opportunities for family members to spend quality time with each other.	1	2	3	4	5	6	7
Family vacations are vital in creating family enduring positive memories for children.	1	2	3	4	5	6	7
Family vacations can be a way of escaping everyday obligations.	1	2	3	4	5	6	7
Learning, for example about history, culture, or nature, is an important part of family vacations.	1	2	3	4	5	6	7
Planning and going on family vacations can create extra work for some family members.	1	2	3	4	5	6	7
Different family members want to do different activities on family vacations.	1	2	3	4	5	6	7
Various family members sometimes get on each other's nerves on vacations.	1	2	3	4	5	6	7
Travel in developing countries is not safe.	1	2	3	4	5	6	7
Safety is the most basic attribute a destination can offer to tourists.	1	2	3	4	5	6	7
I feel very comfortable traveling anywhere.	1	2	3	4	5	6	7
Travel to natural areas (*e.g.*, national parks) is dangerous.	1	2	3	4	5	6	7
Travel in developed countries is safe.	1	2	3	4	5	6	7
I would change my destination if media reports suggested it is not safe.	1	2	3	4	5	6	7

17. Now, thinking about your **last family vacation**, please indicate the extent to which you agree with each of the following statements by circling the appropriate number.

	Very Strongly Disagree						Very Strongly Agree
I believe our last family vacation reflected our true selves.	1	2	3	4	5	6	7
When planning our last family vacation, I took other people's opinions into account.	1	2	3	4	5	6	7
No one was sick or injured on our last family vacation.	1	2	3	4	5	6	7
I believe everyone was satisfied with our last family vacation.	1	2	3	4	5	6	7
We did not encounter any problems (equipment, mechanical) on our last family vacation.	1	2	3	4	5	6	7
Our last family vacation was well worth our time.	1	2	3	4	5	6	7
I believe our last family vacation was worth the money spent.	1	2	3	4	5	6	7
Our family members learned important things on our last family vacation.	1	2	3	4	5	6	7
We spent quality time together on our last family vacation	1	2	3	4	5	6	7
Some family members got on each other's nerves on our last family vacation.	1	2	3	4	5	6	7
Our last family vacation provided family members escape from everyday obligations.	1	2	3	4	5	6	7
Our last family vacation created extra work for some family members.	1	2	3	4	5	6	7
Our family members have enduring positive memories from our last family vacation.	1	2	3	4	5	6	7
There were some activity preference conflicts on our last family vacation.	1	2	3	4	5	6	7

18. For each pair of statements, please select either statement **A** or **B** based on which best reflects the way <u>you</u> think the world works and indicate the corresponding letter in the space provided:

A I have often found that what is going to happen will happen.
B Trusting to fate has never turned out as well for me as making a decision to take a definite course of action.

A When I make plans, I am almost certain that I can make them work.
B It is not always wise to plan too far ahead because many things turn out to be a matter of good or bad fortune anyhow.

A Most misfortunes are the result of lack of ability, ignorance, laziness, or all three.
B In the long run bad things that happen to us are balanced by the good ones.

A Many times I feel that I have little influence over the things that happen to me.
B It is impossible for me to believe that chance or luck plays an important role in my life.

A Sometimes I feel that I do not have enough control over the direction my life is taking.
B What happens to me is my own doing.

Your Next Family Vacation:

19. Do you plan on taking a family vacation within the upcoming year? (Please select only **one** response and add comments where appropriate).
    - ☐ Yes– please answer the following questions to the best of your knowledge:
        a) **Where:** _____
        b) **When:** _____
    - ☐ No

20. If your next vacation destination were to by portrayed as risky (*e.g.*, in the media, by family and/or friends), would you change your destination? (Please select only **one** response and add comments where appropriate).
    - ☐ Yes
        a) **Why:**
        _____
        _____
    - ☐ No
        a) **Why:**
        _____
        _____

Some Things About You and Your Family:

The following questions pertain to your personal information and are included to determine whether particular characteristics differ regarding risk perceptions for family vacations:

21. Are you?
    - □ Male
    - □ Female

22. Please list your child(ren)'s gender and age below:

	Gender		Age
Child 1:	□ Male	□ Female	_____ years
Child 2:	□ Male	□ Female	_____ years
Child 3:	□ Male	□ Female	_____ years
Child 4:	□ Male	□ Female	_____ years
Child 5:	□ Male	□ Female	_____ years

23. What is the highest level of education you have attained?
    - □ Did not finish high school
    - □ High school diploma
    - □ Trade apprenticeship
    - □ Some college or university
    - □ College diploma/University degree
    - □ Graduate degree

24. What is your age?
    - □ 20-24 years old
    - □ 25-29 years old
    - □ 30-34 years old
    - □ 35-39 years old
    - □ 40-44 years old
    - □ 45-49 years old
    - □ 50-54 years old
    - □ 55-59 years old

25. Were you born in Canada?
    - □ Yes
    - □ No– please answer the following question to the best of your knowledge:
        a) Please **estimate** how many years you have lived in Canada

        _____

26. What are the first three (3) digits of your postal code?

    N ____ ____

27. Please list the neighbourhood you live in (if known):

    _____

APPENDIX J

Respondents Answers to Survey Question 10 –
Regardless of whether you and your family were first time or repeat visitors, please describe your** experience(s) **in 1-2 sentences below, in terms of how familiar or unique this vacation was for your family.

ID	Respondent's Answer to Survey Question 10	Familiar or Novel Vacation
1	First time flight for family.	Novel
2	Modes of travel, sites we visited and English language were typical of previous overseas vacations however it was the first time we traveled with a child and that required some adjustments to how we traveled.	Novel
3	This was a very familiar vacation for us as we vacation here every year. I have been vacationing here since I was a child.	Familiar
4	This time we visited lots of sites and islands and it was the whole family (sister-in-law and family).	Novel
5	Sea kayaking was a completely unique experience. The 2nd part of the holiday was visiting with relatives, which was a familiar experience.	Familiar & Novel
6	Very familiar as we vacation there every year – very relaxing.	Familiar
7	The vacation was to Disney World in Florida. We had vacationed at the same resort onsite 6 years ago. So we were familiar with the surroundings.	Familiar
8	It was familiar to other vacations in the Caribbean with our family. However, the hotel was much nicer than previous destinations. E.g., Cuba, Barbados.	Familiar
9	We go to Disney parks every year. Although we go every year, the kids are older and therefore is it like a new experience as they see things different at each age.	Familiar
10	Camping along with extended family at private campground in Bruce Peninsula. An annual event but always a different destination.	Familiar
11	It was a wonderful traveling experience and extra special to be able to show children my birthplace.	Novel
12	We went to Walt Disney World Florida. This was our fourth visit. We love Disney for all the magic and excitement it has to offer.	Familiar
13	Familiar – lots of different outdoor activities, lots of new things to see and do, good food.	Familiar
14	First time south of France for our children (4), but we had been before. It was a unique experience, rented villa, toured local villages. We've done similar holidays in Holland, but not in France.	Novel

ID	Respondent's Answer to Survey Question 10	Familiar or Novel Vacation
15	Same area, south Florida, new hotel and resort. Tried all include for the first time in North America.	Familiar
16	Great.	Unknown
17	The place is beautiful. Quiet.	Unknown
18	Port Elgin is a great way for our family to get away from the city and RELAX together.	Familiar
19	Relaxed comfortable family vacation in ocean front condo.	Unknown
20	It was great bonding experience.	Unknown
21	The vacation was quite familiar as we regularly camp and rent cottages for vacation. Each time, however, we look for trails or areas for canoeing that are new or at least unexplored by us previously.	Familiar
22	It was a fabulous experience – skating on the Rideau canal and skiing in Quebec. It was a great way to celebrate winter and to show the kids the nation's capital. My husband and I had both been to Ottawa and Quebec but the kids had not.	Novel
23	We go camping every year. Then we visit friends and family.	Familiar
24	We traveled to Vermont and this is a trip that we have done before.	Familiar
25	Went to Italy to visit Granddad. First time there, so it was unique.	Novel
26	It was a time to focus on our children and family members that we don't always get to see.	Novel
27	We had a great time away from the real world. We got to know everyone all over again.	Novel
28	Same old, same old.	Familiar
29	Camping at a campground in Sauble Beach that the family has been going to regularly for many years.	Familiar
30	We visited our cottage in South River, Ontario. It was a blast with great weather and lots of outside fun. It was a normal time away.	Familiar
31	This was a typical family vacation for us.	Familiar
32	This location and style of vacation was very familiar to us. It included some unique aspects this year because of a new family member (new baby) and the children's development.	Familiar
33	This is a yearly trip to Grand Bend for the 3 of us.	Familiar
34	Very unique, had never been, would go again.	Novel
35	It was a place we had only heard about and the kids wanted to try…we tried it…and we liked it. Chances of us going back are good.	Novel

ID	Respondent's Answer to Survey Question 10	Familiar or Novel Vacation
36	It was different for the kids as they got to see a new city with a great history. As we previously camped, hotel stays and restaurant food was new for them as well.	Novel
37	We visited the family cottage which we visit 2 or 3 times per year. We make some of the same day trips in the area while we are there and we make some new day trips also.	Familiar
38	It was a very worthwhile trip. We had a great time seeing the country and spending time together.	Novel
39	We traveled to see family. We always go fishing and four-wheeling while on vacation. Its our typical visiting family vacation.	Familiar
40	This was unique in the sense that we've never been to an 'all-inclusive' with children.	Novel
41	This family vacation was important to us because we were visiting our home country, friends and families.	Familiar
42	When traveling to the Caribbean or on a cruise as a family we always travel on a packaged tour.	Familiar
43	This was my third trip to an island/friends cottage up north. An opportunity to be in nature with the children, cheap and family-friendly.	Familiar
44	We were visiting family and friends in Michigan, which we do often. Many side trips were taken, which everyone enjoyed.	Familiar
45	Was a new, unique vacation for us, but one we will repeat.	Novel
46	This was my 3rd time to the destination, my baby's first time and my husband has been going every year for about 10 years.	Familiar
47	It was nice. Tiring at times, and staying in hotels is never great as far as I'm concerned!	Unknown
48	It was unique as it was the first time on a cruise and to the destination ports of Cozumel and Grand Cayman Island.	Novel
49	Vacation was familiar, went to a cottage we'd been to for the past few years.	Familiar
50	Traveling to Honduras to visit family, this is our second home.	Familiar
51	It was familiar in that it was in summer so swimming and water sports were a main factor in what we did. It was different in that it was our first vacation in Ontario; we usually went to the Caribbean.	Familiar & Novel
52	We had a wonderful time! Our daughter has a serious anxiety disorder, but she was so open to new experiences and we were able to try and enjoy many new things.	Novel
53	We called it "The vacation of what didn't we do!" we had 5 ports and did side trips on every island.	Novel
54		Unanswered

ID	Respondent's Answer to Survey Question 10	Familiar or Novel Vacation
55	A lifetime experience.	Novel
56	We visit family in Mexico every year.	Familiar
57	Camping vacation – new park (unfamiliar) but familiar area and activity.	Familiar
58	The experience was familiar as we cottage/camp every year. It was different this year as the kids were older and we traveled farther and longer. The kids were able to bike so we were able to do more physically.	Familiar
59		Unanswered
60	Annual family (including extended family) camping trip.	Familiar
61	Very short – one parent in conference.	Novel
62	Visiting hometown/province.	Familiar
63	We had a great time in Nova Scotia, both in Halifax and out to Lunenberg.	Unknown
64	We go to the same place every year. We are very familiar with it.	Familiar
65	That was a trip to our hometown.	Familiar
66	It was a magical experience, especially for our girls who had never been to Disney before. It was warm and sunny and literally the happiest on earth!	Novel
67	Disneyland; familiar attractions – new area for accommodations; new road taken to get there.	Familiar
68	We went to Orlando, FL. Had been there a few times before this vacation.	Familiar
69	First time on a plane for the children.	Novel
70	Cottage vacation to same spot in same area.	
71	1st time visit to see extended family – mayor may not happen again. We've done it.	Novel
72	We stayed longer than usual at cottages to minimize driving…	
73	Annual vacation spot.	Familiar
74	We were in Canada and made the trip about exploring our capital city	Novel
75	Lots of entertainment for kids. Good time to see the sights in Mexico.	Novel
76	My family enjoyed beaches so we had been visiting this place for 3 years in a row, so we know every time where to go and what to do.	Familiar
77	Like everything all included. No hidden expenses.	Unknown
78	Love Disney and golfing.	Familiar
79	It was always quite new to kids (home country). Helped them to understand cultural difference.	Novel
80	Nice trip; relaxed vacation.	Unknown

ID	Respondent's Answer to Survey Question 10	Familiar or Novel Vacation
81	Great trip, rented a friend's house, 15 min to Disney World.	Unknown
82	Fun vacation - rented a friend's home close to Disney World.	Unknown
83	It was a cottage vacation, fairly familiar to us.	Familiar
84	Very familiar to area traveled to, went to favourite beach and stores (bakery).	Familiar
85	We were very familiar with the park and a number of other people there. This was a unique experience for the children as they had an opportunity to help deflate a hot air balloon.	Familiar
86	We stay at a motel and do everything together. Our children are too young to go too far from us.	Familiar
87	The trip was to be a repeat of a trip I went on in 1984. But plans were changed during the trip due to making a wrong turn on the 1st day. We did have a great time. This is our 3rd family canoe trip.	Familiar
88	We were at a cottage and introduced the cottage experience to the kids i.e. fishing, boating, and swimming in lake.	Novel
89	Very familiar - extended family cottage we go a few times a year with family.	Familiar
90	Family cottage - very familiar destination.	Familiar
91	Different destination - same family we always vacation with.	Novel
92	PEI is similar to ONT in many ways - rolling hills, farmland. The ocean was the novelty.	Novel
93	Very unique. New location every night. Camping, towns, geo-caching, whale watching, lobster tour…first time geo-caching.	Novel
94	We rented a cottage for the first time on a private island where we could only get to by boat.	Novel
95	Educational - was able to learn about Greece. Enjoyable - was able to relax and enjoy a different cultures way of life.	Novel
96	Trailer park - first time! Really enjoyed it especially the kids - sleeping in a trailer, beach, etc.	Novel
97	Went to family and friend's homes. Camps for the children, hiking.	Familiar
98	Very unique for the children. Repeat holiday for adults.	Novel
99	We were in Disney World and it was awesome.	Unknown
100		Unanswered
101	We always enjoy resorts that have family activities and meal plans.	Familiar
102	Typical campground provincial park setting. Canoeing, hiking, swimming.	Familiar
103	We try to camp as often as possible on summer weekends plus during our vacation weeks. We all love our trailer as we can have fun outdoors.	Familiar
104	Awesome - food good, weather good, great with kids.	Unknown

ID	Respondent's Answer to Survey Question 10	Familiar or Novel Vacation
105	Stayed at resort always.	Unknown
106	Regular summer vacation to family cottage in PEI	Familiar
107	Very unique trip. Very interesting, beautiful place. People were friendly, scenery beautiful.	Novel
108	Part of the vacation was completely new - we camped at Fundy National Park and part was not familiar.	Novel
109	Familiar - beachfront condo rental.	Familiar
110	Whenever we go for a vacation, it is very important, as we need to get away from the daily routine.	Unknown
111	It was traditional for our family.	Familiar
112	4th year - cottage to relax.	Familiar
113	Very familiar.	Familiar
114		Unanswered
115	It's our family cottage near Bancroft. We purchased it 2 years ago so very familiar to us.	Familiar
116	It was a familiar vacation we took to an amusement park. Then we traveled to Dayton Wright Patterson Air Force base.	Familiar
117	A week at a cottage.	Unknown
118	Unique since 3 weeks in Hawaii. Unique due to volcanoes, rainforest and snorkeling. Familiar since we enjoy outdoors vacations.	Novel
119	This was 1st vacation with my granddaughter - 9 months old - but we had been there many times before.	Novel
120	We had many new shared experiences, visited new sites and learned many new things.	Novel
121		Unanswered
122	Family camping trip done annually - different provincial park each year. Hiking, camping, cycling, fishing, etc.	Familiar
123		Unanswered
124	Disney so was a great first experience with my kids - lots of pool and friend time.	Novel
125	We went last year and loved it so much we went back this year. Same place and same time of year. We loved it again! It was exactly what we wanted and needed.	Familiar
126	A relaxing camping experience.	Unknown
127	Regular friends get together in Windsor for July 1 and 4 celebrations.	Familiar
128	We went to Disney World. Lots of fun for everyone.	Unknown

ID	Respondent's Answer to Survey Question 10	Familiar or Novel Vacation
129	First time as a family together.	Novel
130	This was a new experience for us.	Novel
131	Disney World.	Unknown
132	Unique - resort based vacation; everyone ill at one point. Familiar - country, expectations, of resort vacation.	Novel
133	Great time. Visiting the islands and seeing the culture. Interesting for the kids to see another part of the world.	Novel
134		Unanswered
135	This was the first time to rent a condo and visit Florida.	Novel
136	Great vacation, lots to see, lots to do, everyone enjoyed	Unknown
137	Beautiful scenery. Lots of activities.	Unknown
138	Just a way to get out of the house and change the kids activities and perspectives.	Unknown
139	Fantastic! We really enjoy family time at the beach.	Familiar
140	For some it was the first visit there, this was very interesting. However new things were done by all - new spots visited, beaches, forests, urban, sports, etc.	Novel
141		Unanswered
142	We have been going to Florida for the last several years with two other families. This was the 2nd time we had stayed in this town.	Familiar
143	Fairly familiar, visit to a family cottage and we generally are familiar with the area, we generally research a 'new' outing before heading out on the vacation - to try something new in the area.	Familiar
144	Unique - stayed in a house for 3 weeks rather than a hotel or B&B. Travelled with grandparents and visited family the children hadn't seen before.	Novel
145	Wedding of a brother-in-law.	Unknown
146	Went to the same timeshare condo for the 3rd year in a row.	Familiar
147	It was a new experience. Was a lot of fun and interesting to learn of that country.	Novel
148	We had been on road trips/car camping for shorter periods of time previously.	Familiar
149	It was nice to see my family back home. My kids met their grand grandparents and they had fun.	Novel
150	Great trip. Same every year.	
151	Pretty typical - cottage rented.	Familiar
152	Never been on all-inclusive before.	Novel

ID	Respondent's Answer to Survey Question 10	Familiar or Novel Vacation
153	The location was one we stayed at before. However we did new things - mini golf, haunted house, etc.	Familiar
154	My husband and I were there before children, but this time we took children. We travelled by train, bus, taxi and saw cities and countryside. We have never taken such a long, extensive trip. It was very unique.	Novel
155	Typical vacation. Familiar with the all inclusive.	Familiar
156	We go to this inn on Lake Huron every year (for last 6 years) and are very familiar with the area.	Familiar
157	We've been there before. Very familiar for my husband - his hometown.	Familiar
158	This was a vacation to our 'cottage' in the US that we've been going to for 8 years. We added new activities to old ones so there were new experiences.	Familiar
159	Breathtaking scenery! Inexpensive tour sites.	Unknown
160	Prefer staying in one hotel for longer periods of time. Too much driving from Point A to Point B. Enjoyed quality time together as a family.	Familiar
161	We went to the family cottage for 1 week and then to the grandparents for time with cousins in Ontario from BC.	Familiar
162	We previously lived in Calgary, Alberta, but it had been 8 years since we were back.	Familiar
163	Camping - we go every summer, different locations.	Familiar
164	The vacation was amazing. The kids enjoyed their first flight. The weather was great as was the scenery. We all had a great time	Novel
165	Mostly to meet family. Was a family wedding.	Familiar
166	It was predictable - costs known in advance.	Familiar
167	We go to our family cottage.	Familiar
168	Like to experience same place but different (activities) destinations within.	Familiar
169	It was somewhat familiar because we've done a similar trip a year ago.	Familiar
170	Both parents had been there previously. Children had never been there. First time all 4 traveled together.	Novel
171	This vacation was unique in that it was the first time our children had visited a large US city.	Novel
172	It was unique in that it was the first time we went away as a family of 4.	Novel
173	Trip was to a water park. It was our first time but there were few surprises.	Novel
174	There were 6 of us. So it was the first time our kids went away on a plane. It is almost 2 years and they still talk about it.	

APPENDIX K

Respondents Answers to Survey Question 20 –
If your next vacation destination were to be portrayed as risky (e.g., in the media, by family and/or friends), would you change your destination? (Please select only one response and add comments where appropriate).

ID	Yes/No	Respondent's Answer to Survey Question 20
1	No	We trust God.
2	No	My own assessment of risk, including personal experience, is more significant than opinions expressed in mainstream media and others perceptions.
3	Yes	I feel safety is very important while vacationing.
4	No	Familiar with the area.
5	Yes	Probably for safety concerns for my family.
6	Yes	I do not believe in exposing my family to unnecessary danger when a destination can always be changed.
7	Yes	Would not knowingly place myself of my family at risk.
8	Yes	I would not want to risk my children's safety.
9	No	Can't imagine that Disney would ever be portrayed as risky.
10	No	Will take that into account but will also rely on my own knowledge of area.
11	Yes	Especially if it's going to involve danger to our health.
12	No	It is our holiday, not theirs.
13	No	We can keep relatively safe within an unsafe place.
14	No	Mexico has had bad press lately, we have a timeshare that we enjoy and feel safe when we are there - but we don't take unnecessary risks when away.
15	No	I know better.
16		
17	No	Familiarity.
18	Yes	No need to have to worry while on vacation. Some chances are not worth taking.
19	No	Know the area from many years experience.
20	Yes	Our family is very important to us. Our kids are little and we are in little kid family vacation mode.
21	No	I would pay attention to recommendations and do my best to prepare.
22	Yes	Only if it were unsafe to ski.
23	No	It has been a good trip and the kids love it.

ID	Yes/No	Respondent's Answer to Survey Question 20
24	Yes	We take our kids and I would not put them in that situation.
25	Yes	Because it is risky.
26	Yes	My family comes first and I wouldn't do anything to deliberately put them in harm's way.
27	No	Probably not but I would look into it and take the warnings into consideration.
28	Yes	
29	Yes	Family safety is a primary concern when on vacation.
30	No	I really can't see Disney as being a risky place!
31	No	Can't foresee anything happening.
32	Yes	It's important to keep my kids safe.
33	Yes	Due to safety concerns.
34	Yes	Why put my family at risk if I don't have to.
35		
36		
37	Yes	If the risks would be applicable to our plans, we would change to a safer destination since there are many safe places to visit.
38	Yes	With a young family, certain safety concerns are paramount.
39	Yes	Probably I don't want to put my child's life in jeopardy.
40	No	We are traveling with family who has chosen and paid for the trip; if it were an unavoidable risk, our family members would cancel.
41	No	It is my home country.
42	Yes	I would research somewhere safer.
43		
44	No	Because things happen everywhere and if you wait for a place to be safe you will never leave your house.
45	Yes	Don't need avoidable risks any time.
46	Yes	Why would I risk the safety of my family for the sake of vacation?
47	Yes	No need to take undue risk.
48	Yes	Safety of the kids.
49	Yes	No need to expose our young children to unnecessary risk.
50	No	Everywhere can be unsafe, just need to understand what and how to be safe.
51	Yes	The world is not as safe as it used to be because I have children.

ID	Yes/No	Respondent's Answer to Survey Question 20
52	Yes	Why unnecessary risks when you can have a great time elsewhere? Also, we parents, we have a responsibility for our child that far outweighs any risks we might be willing to accept for ourselves.
53	Yes	Don't want to travel to places with war or crime. E.g. Mexico due to safety.
54	No	
55	Yes	I have children.
56	No	Visiting family.
57	Yes	If research proved the concerns to be valid because traveling with young children more vulnerable.
58	Yes	Our children are still young and need their parents. I would wait until they are a little older.
59	Yes	I want to go somewhere "safe" for my vacation.
60		
61		Maybe.
62	Yes	
63	No	If Nova Scotia was not safe there would be nowhere to go because everywhere would be dangerous.
64	No	
65	Yes	There're other choices.
66	Yes	Because we would be with our children and putting them at risk isn't worth it.
67	No	At this time our destination choices are fairly safe and not likely to change in next 12 months.
68	No	It would be worth some risk.
69	Yes	Safety is important. Precautions can be taken but if our destination was in political unrest/possibility of war, etc. we would change or postpone. Also, avoid certain seasons if possible, i.e. tornadoes, hurricanes, etc.
70	Yes	Why would I want to put my family at risk?
71	Yes	There are many other destinations on our list to choose from. We'll postpone.
72	Yes	Kids.
73		
74	No	We know that in this case, where we are going is safe.
75	No	Sometimes risks are worth it.
76	Yes	First is my family safety.
77	No	
78	Yes	Have the safety of children to consider.
79	Yes	

ID	Yes/No	Respondent's Answer to Survey Question 20
80	Yes	
81	No	I have it booked.
82	Yes	To ensure safety.
83	No	Because it is already booked with extended family.
84		
85	No	Been there before, it would take a lot to make these places that risky and if they were, they would close until danger has passed.
86	Yes	I want my family to be safe and I want to have a good time and get my money's worth.
87	Yes	I have 3 children we can travel again in the future when that destination is safer.
88	Yes	I.e. if traveling south and hurricane is coming I would cancel for safety reasons.
89	Yes	Because I worry about my children (6 years & 3 years) and I will have a new baby next year.
90	Yes	
91	No	We meet friends there!
92	Yes	Our priority is to keep our kids safe.
93	Yes	If there were animal issues occurring in park we would adjust our plans for safety.
94	No	We traveled to Russia while subway bombings happened and we still went.
95	Yes	If it is risky I will avoid it.
96	Yes	Children at risk.
97	Yes	Safety is my first responsibility to my children.
98	Yes	Safety weather?
99	Yes	Not worth the risk.
100	No	
101	Yes	If we were able to change our reservations without penalty depending on severity of 'risky'.
102	Yes	
103	Yes	Won't endanger family.
104	Yes	
105	Yes	
106	No	Previous experience vacationing there (Disney)
107	Yes	They get the updates and know what's going on. Want to not worry.
108	Yes	Disney is supposed to be fun and safe.
109	No	Comfortable traveling in the US.

ID	Yes/No	Respondent's Answer to Survey Question 20
110	Yes	Don't want risks as we will be traveling with children.
111	Yes	Safety for my family is #1 priority.
112	Yes	Don't need the hassle.
113	Yes	I wouldn't take my family anywhere where they may be at risk.
114	No	Can't trust the media.
115	No	Can't imagine Vegas being risky. Already booked flights.
116	Yes	No need to take unnecessary risks.
117	No	Family cottage.
118	Yes	Lots of world to explore without undue risk.
119	Yes	Traveling with young one.
120	Yes	Would not travel with children to a war zone for instance or a tropical destination during hurricane season.
121	No	It's Disney, nothing happens.
122	No	In Canada and been to the area before.
123		
124	No	Because media doesn't get the full picture. There are many better sources to assess risk.
125	Yes	You should listen to warnings.
126	No	Likely would go as things are nearly as bad as media makes it seem.
127	No	People who get into trouble are those who have planned very well or who have put themselves in bad situations.
128	No	It would really depend on what the danger was.
129	Yes	Only when government issues travel advisory.
130		
131	Yes	
132	Yes	Why add a layer of stress? There are many options.
133	No	That is why you go on vacation - for something different.
134	Yes	Wouldn't want to take the risk.
135	Yes	Safety is a prime factor for my family.
136	Yes	I would never put my family in danger or at risk.
137	No	We would do our best to keep everyone safe and leave early and go elsewhere on if necessary.
138	Yes	Very little children.

ID	Yes/No	Respondent's Answer to Survey Question 20
139	Yes	Would not do anything to jeopardize the safety of my family.
140	No	Visiting family.
141	Yes	
142	Yes	It is not worth the risk to take children there.
143	Yes	I don't want any of my family harmed and will do what I can to protect them.
144	Yes	Vacation is not worth taking a risk with my children's life.
145	Yes	Not willing to be unsafe.
146	Yes	Wouldn't put myself or my family in harm's way unnecessarily.
147	No	Would depend on severity of incidence.
148	Yes	If there were legitimate safety concerns.
149	Yes	Don't want to risk my family's life as vacations are meant for fun and relaxation.
150		
151	Yes	Family safety is #1.
152	Yes	Depends on what risk.
153	No	Family.
154	Yes	If media reported hurricanes or political uprisings, for instance, I would not risk children's safety.
155	No	All inclusive vacation.
156	Yes	If there were hurricane warnings or war lashing out in one of the destinations, otherwise I'd still go as planned.
157	Yes	We are reasonable people - if there were a good reason to avoid an area, we would!
158	No	Friend's wedding will occur during the vacation.
159		
160	Yes	Safety is the #1 priority.
161	Yes	We had planned to go to Zimbabwe for our honeymoon and it was right before an election and a lot of violence was happening.
162	No	We are going to visit family for Christmas and would go anyway.
163	Yes	So many places to visit, so why choose a risky destination unless there is another purpose.
164	Yes	I value my family's safety.
165	Yes	Safety first - can go somewhere else.
166	Yes	Too many other choices/substitutes, why add risk.
167	No	We do what we want.

ID	Yes/No	Respondent's Answer to Survey Question 20
168	No	I know my destination, they may not!
169	Yes	
170	Yes	
171	Yes	Safety is very important to me.
172	No	This is something I've wanted to do ever since I had children.
173	No	Pre-paid and Walt Disney World safe.
174	Yes	To an extent. I will not travel to Mexico. Too many Canadians getting murdered.